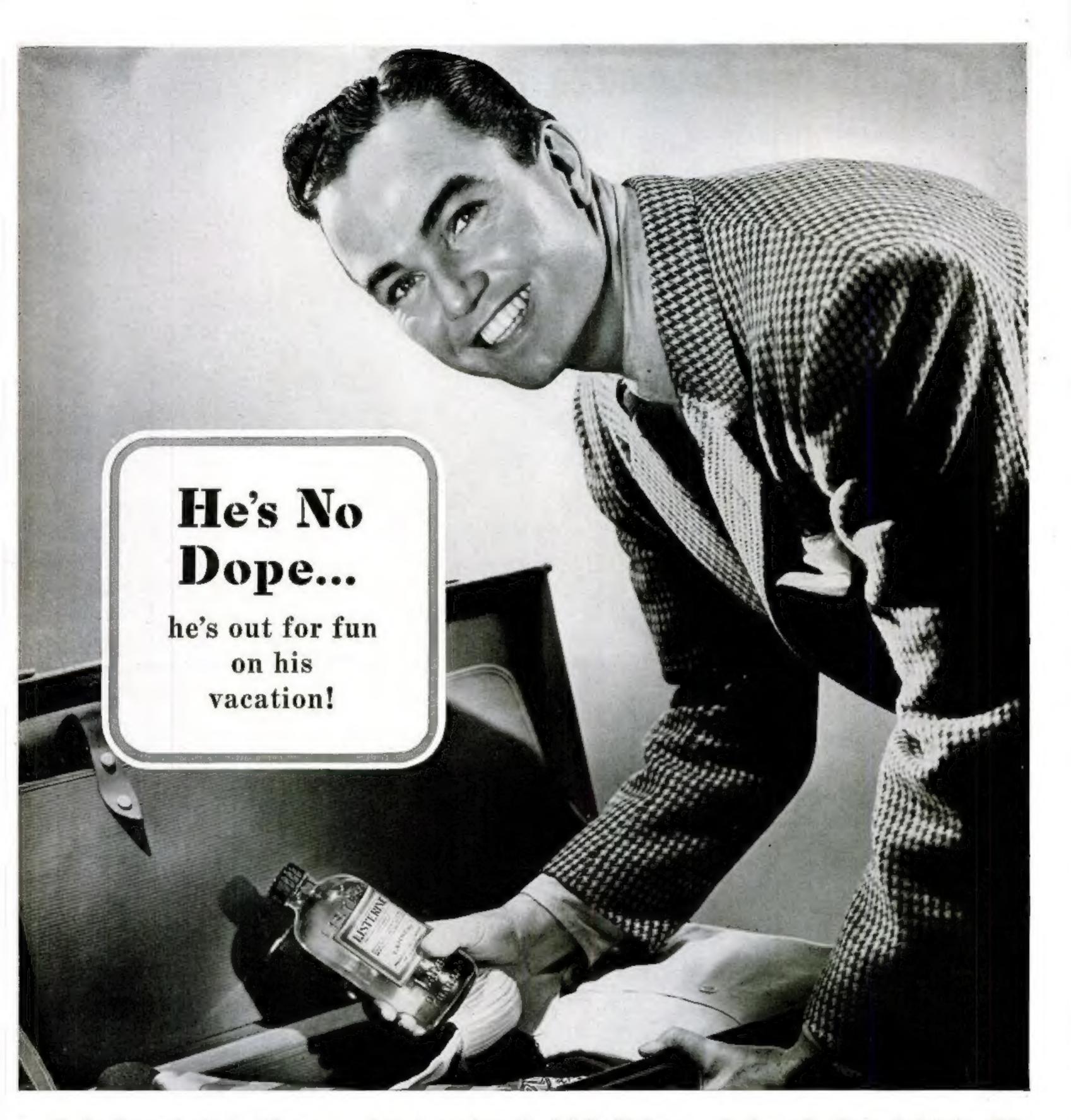
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AN ECONOMIC AND MILITARY REPORT

GRANDMOTHER DIETRICH

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But he doesn't want that lovely girl he meets at the Beach Club to turn him down on a date.

He doesn't want that charming couple at the hotel to put a black mark on him when they are looking for a fourth for bridge.

He wants people he likes to like him.

He wants fun.

So he's tucking a bottle of Listerine Antiseptic into his vacation bag. He calls it part of his passport to popularity. Because, as you know, Listerine Antiseptic is an extra-careful precau-

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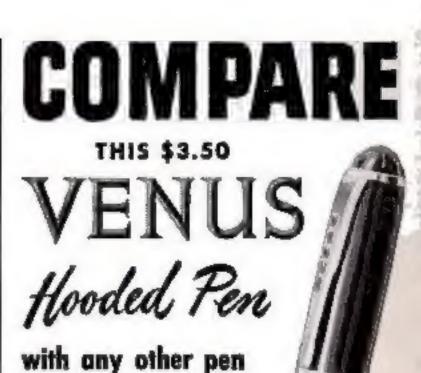
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SUCCESSFUL PHOTOGRAPHIC GAG REQUIRED EXPERT TIMING. ASSISTANT STOOD TO RIGHT OF DALL, ACTED AS AIMING POINT FOR FLYING



ATS AND WATER. THEN SCURRIED OUT OF PICTURE JUST BEFORE THEY WERE THROWN

SPEAKING 0F PICTURES

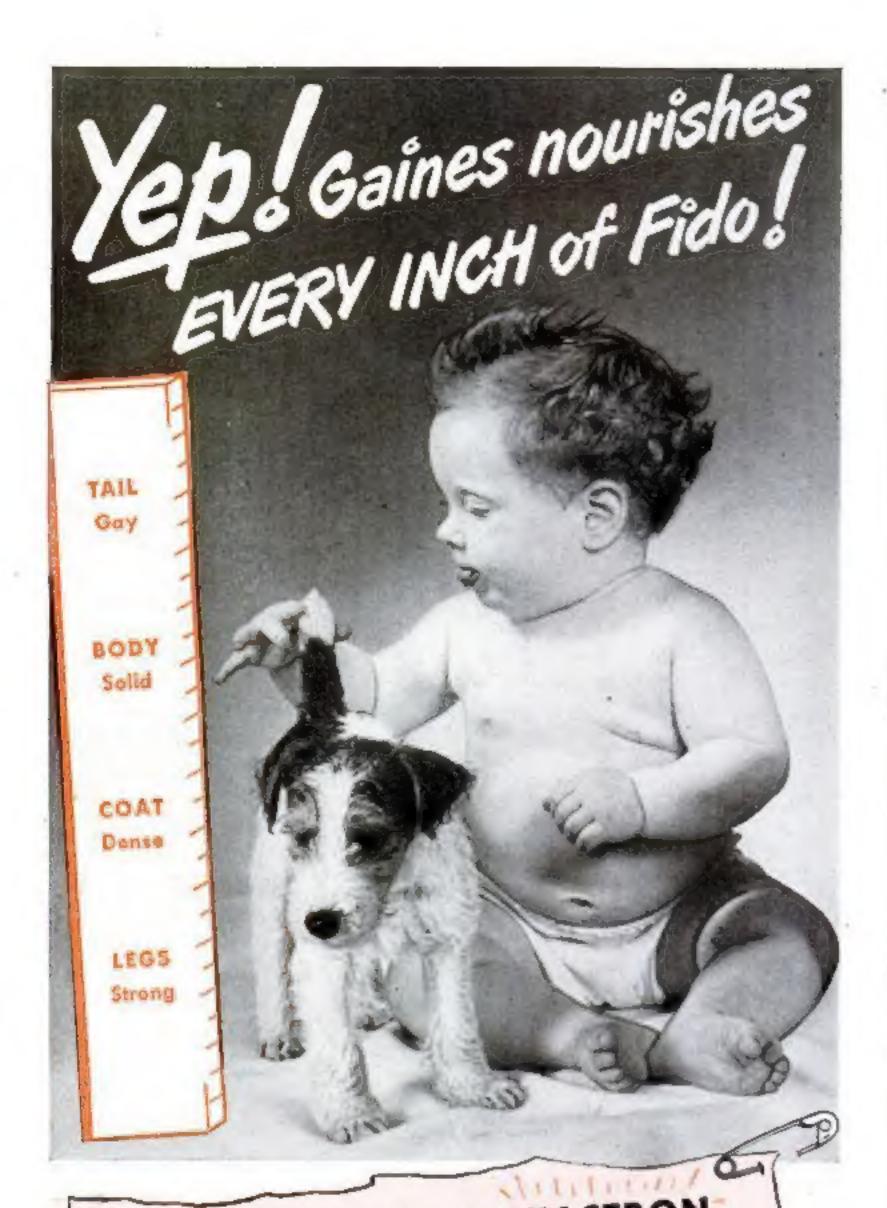
... DALI'S ART INSPIRES PHOTOGRAPHIC WHIMSY

The outlandish picture at the left is probably the year's most complicated piece of photographic whimsy. It is the result of Photographer Philippe Halsman's brooding over a Salvador Dali painting called Leda Atomica (below) in which everything, including the swan and the nude (Dali's wife), appears to hang suspended in mid-air. When Halsman saw the painting he decided to try out some "suspension" notions of his own with a camera. With Dali as a willing accomplice, Halsman began to fill his New York studio with props and to figure out ways of getting them all into the air at once.

To make his picture he strung up on thin wires an easel, a set of wooden steps and the original painting of Leda Atomica. Dali suggested that cats would add a pleasantly fantastic note to the composition. Halsman borrowed three whose owners swore their pets loved to be tossed around. Finally, while one assistant (out of picture at left) held a chair within camera range, three more threw out the cats, which were met by a bucketful of water tossed by a fifth assistant just as Dali leaped off the floor with a paint brush in his hand and Halsman released his shutter. For four hours Halsman shot the same scene (for some failures see next page) while Dali kept on jumping and assistants kept on throwing out cats and water. By the time Halsman had his picture Dali had rubbery legs and the cats had stomachs stuffed with Portuguese sardines. Later Dali came back and finished up the project by painting, directly on Halsman's photographic print, his version (left, on easel) of Halsman's version of Dali's original handiwork.



DALPS "LEDA ATOMICA"



The new Gaines with VIACTRON is doing great things for dogs today. Don't overlook it!

 What a world of extra pleasure your dog can give you, when every inch of his body is full of life! The pep and play in him. His grand, rich coat, The strength in his bones-and the joy in his heart. How it pays to give him expert care, and to nourish

EVERY INCH of him! In Gaines there's every type of nourishment dogs are known to need.

And remember . . . in the new Gaines that you buy today you will get the revolutionary advancement in dog nutrition . . . VIACTRON!

What is VIACTRON?

VIACTRON is a special combination of nutritious foods prepared in granular form by an exclusive Gaines process. It helps a Gaines-fed dog get more good out of every ounce of food! Gaines and only Gaines contains VIACTRON!



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New Fairles Wear with VIACTRON



"NOURISHES EVERY INCH OF YOUR DOG"

SPEAKING OF PICTURES



NEAR MISSES included this one, with one cat, which displeased perfectionist Halsman because water, which splashed Dali, also obscured part of his head.

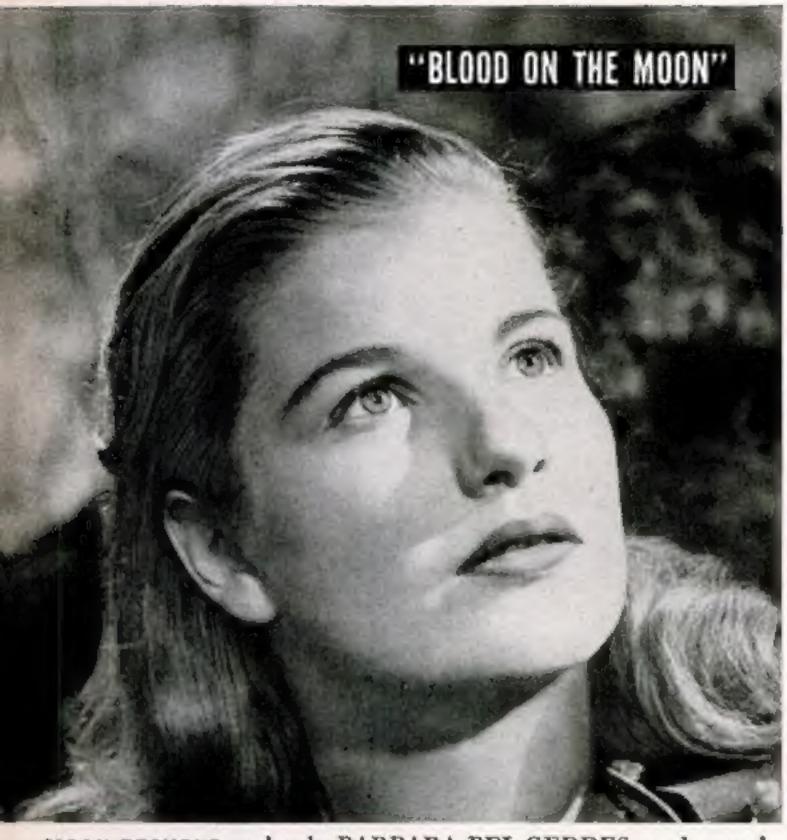


EVERYTHING WENT WRONG with this one, in which two cats were badly aimed, the water was too little and too late and Dali jumped much too soon.



CATS AND WATER met perfectly in mid-air, but the chair cut off most of Dali's face. Dali later filled in the blank frame on the easel (preceding page).

RKO'S PIC-TOUR OF THE MONTH



MOON BECKONS, as lovely BARBARA BEL GEDDES ponders problems of heart in RKO's Blood on the Moon, which also stars hard-hitting ROBERT MITCHUM and husky ROBERT PRESTON as frontier rivals in lusty far-west saga, filmed in rugged Rocky Mountain region.



SWAYING HAMMOCK is perfect background for tender moment in RKO's The Judge Steps Out. ALEXANDER KNOX is love-stricken jurist, costar ANN SOTHERN is roadside waitress who knows that the quickest way to a man's heart is the shortest distance between two kisses.



LOOK OUT, it's loaded! And so is suspense-packed scene from RKO's Station West, as tough guy DICK POWELL tangles with tougher gal, JANE GREER. She's a double-dealing gambling hall queen who overplays her hand...he's an adventurer with a few deadly tricks of his own!



SOMETHING'S BREWING and it's plenty funny, as CARY GRANT and Producer-Director Don Hartman plot laughs for Cary's latest comedy, from Ladies' Home Journal story, "Every Girl Should Be Married." Also starred: FRANCHOT TONE, DIANA LYNN, BETSY DRAKE.

THESE BIG RKO PICTURES WILL SOON BE SHOWN AT YOUR THEATRE

LETTERS TO THE EDITORS

PURSUIT OF HAPPINESS

Sirs:

The report of the Round Table on the Pursuit of Happiness is a great service. My copy is streaked with underlinings and the margins are stuffed with notes.

For a long time I have said the greatest weakness of too many Americans is their inability to evaluate experiences. The Round Table confirms such a notion.

I. ED JOYNER

Little Rock, Ark.

Sirs:

Fear is wherever you look. Fear of facing reality, fear of hardships, fear of controversy, fear of admitting ignorance and most of all, fear of losing money.

We have become a soft nation-and are afraid to admit even that. Deluged with material acquisitions Americans are loath to do anything that might tax them mentally, emotionally or physically. Why walk if you can drive? Why do something by hand if you can get a machine to do it? Why try something on your own hook if you can buy it ready-made? Be it a dress or an opinion -it's all the same. . . . Speed and case are what count. An easy life and making money are the two main aims of the average American life. That neither of these is conducive to an inner satisfaction, let alone to happiness, is best expressed at the Round Table by Miss Barton.

ELEONORE R. WILLIAMS

New York, N.Y.

Sira:

I think the highlight of the experiment is:
"We need to be needed." Every person feels
this need, and it is the thing that gives him
most happiness: to feel he is part of his community, of his state and his country, that
he has a reason for being born, for continuing to live. Few people feel this. For so many
are so selfish, they do not give this feeling to
those close to them.

In a community where there is strong class feeling and snobbery, which one finds in a small town such as Beaver, there is frustration. I despise totalitarianism and communism; I look upon socialism with suspicion, knowing human nature for what it is—yet, I know that a classless, a truly classless so-

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EDITORS' NOTE

The letters that follow are representative of the hundreds that have come to Life since the publication of "The Pursuit of Happiness," July 12. Many readers asked questions about reading lists and the method of the Round Table. Some suggested national surveys. For their benefit Life is preparing material for the conduct of local Round Tables in cities and towns throughout the country. At these gatherings participants can discuss the more specific opportunities for the pursuit of happiness as they exist, or should exist, in their respective communities. For particulars, please write Life Round Tables, Time & Life Bldg., 9 Rockefeller Plaza, New York 20, N.Y.—ED.

ciety, would stop frustrations and unhappiness. When we are all born equal, in looks, ability and standing, then unhappiness may disappear.

IRENE B. STANFORD

Beaver, Pa.

Sirs:

I think that anyone's requirements for happiness are the result of environment, education and basic intelligence. May I offer a definition of my own requirements: a way of life in which everyday needs are automatically gratified; the pantry is full, the closets have ample clothing for my family, the radio and washer and car and other comforts are complete. Into this existence I would introduce the pleasures of good companionship, first with my own family and second with friends; further I would include music, good books and those things generally classified as cultural refinements; to that I would add an unlimited opportunity for study or work or recreation in any direction which I might choose, and my final requirement would be that others and I might enjoy our particular forms of happiness in such manner that our desires would in no way conflict.

> PATRICK S. DOWLING Ensign, U.S. Navy

Washington, D.C.

Sirs:

The great illusion occasioned by the introduction of the third right (the pursuit of happiness) into the Constitution has been that the state, by wise legislation and social reforms, can instil happiness into its people.

The state can help, by not utilizing fear as an instrument of government. But the real approach to a more permanent contentment comes from within and requires selfunderstanding and control.

JOHN McDowell McKinney, M.D. New York, N.Y.

Sirs:

In the report of the Round Table, Mr. Luckman said he himself once decided to take the soap operas off the air on the grounds that their cultural level was too low. "The result was that the company was deluged with protests and it had to put the soap operas back on again."

I know of a pretty girl, now 13 years of age, who still sucks the bottle. Her parents could not break her of the habit because they can't stand to hear her cry. Is Mr. Luckman afraid to hear his soap opera babies cry, or does he actually think those sobs sell soap?

ERNEST BARNUM

Hammond, La.

Sirs:

Your article is responsible for my breaking a 48 years' record of abstaining from writing 'letters to the editor."

If Jefferson had merely intended to substitute Happiness for Property, he would have formulated his three "unalienable" rights as "Life, Liberty and Happiness." But he expressly stated his third right as the "Pursuit of Happiness" with the emphasis on "Pursuit."

All that can reasonably be expected from a body politic is the creation and maintenance of the most favorable legal, social

and economic conditions under which each individual can freely choose and actively pursue his own course and destiny in life. That in itself is a big order. It implies no restrictions, still less dictation, except such regulatory measures as are similarly applicable to the rights of life and liberty.

But whatever constructive efforts be made towards the creation of desirable conditions, they should never abridge an individual's right or bring pressure of any kind as to his free choice within the widest possible limits of moral standards. From then on it is up to each person to set his goal and to decide upon the road and the means to reach it with the express understanding that "the good is implicit in the search for happiness."

Thus the answer is clearly given in the word "pursuit"; it is the very act of doing something, physically, mentally and spiritually in search of physical, mental and spiritual satisfaction. The search has its reward it itself.

H. OBERSTE-LEHN

Los Angeles, Calif.

as migue

Sirs:
... The trend lately has been to white-

wash ourselves and our country whereas the most effective defense against critics of our way of life is recognition of our faults and consequent attempts to correct them.

LESTER WAVERLY

Boulder, Colo.

ourder, Co

Sira: The Round Table discussion was a flop. People can be happy without enjoying the fine arts. There is nothing to substantiate the implication that happiness can result only from enjoying the higher intellectual pleasures. This is just a conceit of the intelligentsia. According to Schopenhauer, "Life is evil because the higher the organism the greater the suffering." This tends to be verified by the fact that a large percentage of the famous philosophers, poets and artists were pessimistic, cynical, frustrated men. Your intelligentsia should have been compelled to read the following lines of Alexander Pope's before starting the discussion:

The learn'd is happy Nature to explore,
The fool is happy that he knows no more;
The rich is happy in the plenty given,
The poor contents him with the care of
Heaven.

See the blind beggar dance, the cripple sing,
The not a hero, lunatic a king;
The starving chemist in his golden views
Supremely blest, the poet in his muse.
See some strange comfort every state
attend,

And pride bestow'd on all, a common friend. . . .

St. Louis, Mo. BERNARD J. MALLMANN

Sirs:

The people who took part in your Round Table discussion on Pursuit of Happiness seemed blind as to how Americans really use their leisure time. In general we are not sedentary—as they could have learned from LIFE's pages.

We prefer to go places and do things, or at least see things some distance from home, not usually museums. We play or watch games, swim, hike, boat, fish, picnic and so on. The garden putterers probably outnumber the artists 100 to one.

H. E. GROLSON

Clarksville, Tenn.

Sirs:

More than 25 million contented Americans, who have pursued happiness in their leisure time and found it, were overlooked and unrepresented in the Round Table. They are the skaters of America, 17 million strong on rollers and probably 8 million or more on ice, those who follow the art of skating for fun, relaxation, uplift and the pursuit of happiness. Skaters are the happiest of all the happy groups in the nation. They cannot be overlooked in any discussion of happiness. There is no gloom in skating rinks or on the frozen rivers, lakes and ponds; all is happiness. The skaters are unanimous about it, not divided as was the Round Table.

Asbury Park, N.J. PERRY B. RAWSON

Sira:

Gardening offers every kind of satisfaction: that of seeing an ugly place made beautiful, of watching a tree grow that one has started, of working with nature and becoming a part of the scheme of things or receiving the compliments of one's neighbors, of the sociable exchange of plants and talk over the fence, of cating one's own fruit fresh off the vine.

ERNA B. RUSSO

FRED PEEL

H. A. STECKEL

Hamilton Square, N.J.

Sim

A happy man spends less than he carns. He thinks more of his home than of a nightclub. He is rarely in the hands of the law, except for a ticket now and then. He pays his bills and goes to church. He is strong on hobbies and recreation, gardens and gadgets.

Louisville, Ky.

Sirs:

As a psychiatrist I am naturally concerned with any effort which leads to good mental hygiene for the general public. Happiness, after all, is a feeling tone arising from the emotional panel of the personality. . . .

Syracuse, N.Y.

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Borden's Evaporated Milk is pure, sweet milk from which only the water is removed, and the Vitamin D content increased (400 units in every part)! It's accepted by the Council on Foods and Nutrition of the American Medical Association.

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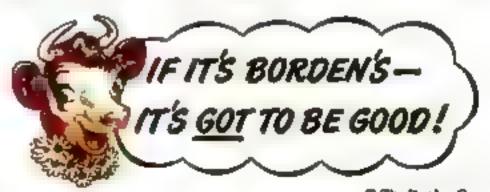
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Borden's Eagle Brand is the magic key to luscious, easy-to-fix, economical pie fillings, cookies, cake frostings, are cream, candies. You can both "cream and sugar" your coffee with Eagle Brand, deliciously!

So-whether you buy bottled, evaporated, or condensed milk, ask for "BORDEN'S"!



The Borden Company

LETTERS TO THE EDITORS

CONTINUED.

DEEP PURPLE

Sirs:

On seeing the mauve model as painted by Artist Pierre Bonnard in Cabinet de Toilette (Life, July 19) I was moved to write:

I never saw a purple nude;
I never hope to see one.
But I can say (and I'm no prude),
I'd rather see than be one!

MRS. W. L. NEWTON

Beaumont, Texas

TRAVEL POSTERS

Sura:

On behalf of the British Travel Association, allow me to express our disappointment on being left entirely out of the excellent article on travel posters (Life, July 19).

I am not an expert on poster art, but it is generally conceded that our



Come to Britain for GOLF

series of sporting posters compares very favorably with some of those given display on pages 12 and 13.

L. S. Law

The British Travel Association
New York, N.Y.

Sirsi

The superb examples of European travel posters seem to constitute an indirect reflection upon our homegrown talent in similar fields. When I try to find out what a mountain resort in New England looks like, or a beach in California or Florids, I am eternally confronted by the picture of a hugely busted young female in a bathing stat.

I have a sneaking suspicion that if buropeans prefer to lure travelers by glampses of old castles and churches, lambs gamboling in pastures, or the semi-green lunar beauty of Paris by night, it is not due to any sexlessness on their part. Being old hands at the game they probably realize that the experienced traveler will always be able to dig up for himself the usual physical attractions anywhere from Stockholm to Sorrento, just as he will sig up a roulette wheel or a Martini see if he's in the mood.

ARTHUR TUCKERMAN New York, N. Y.

BERLIN SIEGE

Mrs:

As a German who remained in Germany until November 1947, I am impressed with the truthfulness and competence of Emmet Hughes's report on Berlin (Life, July 19). This article has, moreover, shown me that a democratic Germany, willing and able to defend its future freedom against any

new totalitarian system, is beginning to exist in reality. This gives me great hope, especially for the American Reeducation Program, under whose auspices I am visiting this country.

I hardly need add that the longer I remain in the U.S., the more I respect and admire these ideals.

PETER H. V. BLANCKENHAGEN Visiting Professor

University of Chicago Chicago, Ill.

Sirs:

worked to establish the democratic ideals on which this country is based. Today these ideals face destruction. The time is long past when we could sit back complicantly, enjoying the manifold benefits of this land. If we wish to preserve democracy in the U.S., we are obliged by all moral standards to help those, everywhere, who fight against tyranny. If we fail to do this we will have proven ourselves no longer deserving of the freedoms which democracy bestows upon us.

Freedom and the free world, like a good machine, requires constant care and vigilance on the part of all its caretakers—the people. To allow one part of the free world, or of a machine, to be destroyed, is to invite the collapse of the remainder.

Madison M. Myers Jr.

Princeton University Princeton, N. J.

Sirs:

... I don't think my fellow infantrymen fought to bring democracy to the liberty-loving Krauts. They fought for America's security; to lick the Germans and go home. I'm proud of my Purple Heart but I don't want a cluster on it fighting for Berlin.

AL GYZINSKI JR.

Milwaukee, Wis.

WATERMELON PUNCH

Sura:

Life Photographer Leonard Mc-Combe's picture of Baby Lake in "Fun on the Beach" (Life, July 19) may be the most terrid of the season, but the spiked watermelon punch strikes us as the coolest shot we have ever seen

Where can we get the recipe?

RICHARD BRANNAN
JOHN HULL

Toledo, Ohio

● Cut a lid off a ripe watermelon, scoop out the meat, then squeeze it for juice. Pour the liquid back into the hollow shell, add chopped ice and liquor to taste. The Californians pictured added half bottles of champagne, brandy, gin, rum and whisky.—ED.

OLYMPIC TEAM

Sirs:

During my college track days I frequently assumed the position of the runner on page 25 (LIFE, July 19) who is described as sobbing, and I can assure you that his disturbance, like mine, was not emotional but gastronomical.

BYRON ZOLLN

Chicago, III.

Surs:

* . . The legend should simply have read, "Distance runner chucks lunch."

FRANK W. FETTER

Winnetka, III.



"Rich man's toy!"

That's what "wise guys" of the 1880's called the newfangled electric service. And that's all it might be today—IF....

IF people hadn't risked their savings to start electric companies and to keep them growing.

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They took the risks—they developed the skills—and everybody benefits. That's the way the American business system works.

Rich man's toy? Today, electricity is everyman's good right arm!

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"A WHALE OF A PICTURE. MY CANDIDATE FOR THIS YEAR'S ACADEMY AWARD. It will be a mighty fine day when they make a picture to top 'A Foreign Affair'... The year's most intelligent comedy...will roll you right out of your seats!"—The World-Telegram.

"DANDY ENTERTAINMENT,
has wit, worldliness and charm
—richly amusing."—The Times.

"HOLLYWOOD'S MOST THOR-OUGHLY ENJOYABLE PIC-TURE OF THE YEAR — so richly studded with all types of fun!"—The Post.



"A SHINING EXAMPLE OF PERFECT TEAM WORK IN PICTURE MAKING. A bright, fresh comedy . . . with performances that people will be praising for a long time to come!"—Daily News.



"RECOMMENDED WITHOUT RESERVATIONS . . . A thousand laughs."—The Mirror.

"BRACKETT AND WILDER SEEM UNBEATABLE—ANOTHER BRILLIANT PICTURE from the men who made 'The Emperor Waltz' and 'The Lost Weekend'. Dialogue is funny, crisp and real. Vastly entertaining!"—The Sun.

"SMARTLY TURNED OUT COMEDY . . . SLY HUMOR CRISPLY HANDLED."

—Journal-American.

"NO ONE WILL WANT TO PASS UP THE CHANCE TO LAUGH FOR ALMOST TWO SOLID HOURS. A smooth, slick and smart comedy with enough wise cracks to set off explosions of laughter."—The Star.



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You—the moviegoers—are the final and most powerful critics in the land. You're the boss and it's your okay we're eager for! We want to hear YOU say— "'A FOR—EIGN AFFAIR' Is A Funny Affair."

Paramount Pictures



Vol. 25, No. 6

THE WEEK'S EVENTS

August 9, 1948

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ARRICLD REWMAN

LIFE'S COVER

The librs in the foreground of Life's cover picture this week may well be envied by millions of males, for they are being caressed by the delicate fingers of Marlene Dietrich, the movie star, who for 20 years has been provoking accelerated heartbeats all over the world. Miss Dietrich, who recently became a grandmother coincidentally with the release of her latest picture (pp. 59-64), posed for Life in her apartment in New York's Hotel Plaza, evoked from Photographer Arnold Newman the heartfelt appraisal, "Those cheekbones! I could photograph that face for the rest of my hie!"

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

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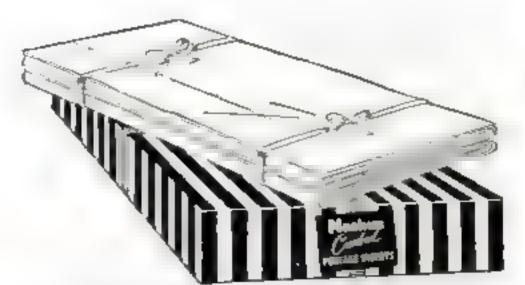
105- WERNER WOLFF FROM B.S. 107 THEOREM \$12-4 IEA LARSEN

ABBREVIATIONS: BOT., BOTTOM, CEN., CENTER COL., COLUMN, 🖨, COPYRIGHT, EXC., EXCEPT: LT., LEFT, RT., RIGHT; T., TOP AAF, AMERICAN AIR FORCES: A.P., ASSOCIATED PRESS. B.S., BLACK STAR: INT., INTERNATIONAL, W.W., WICE WORLD. THE ASSOC ATED PRESS IS EXCLUSIVELY ENTITLED TO THE USE FOR REPUBLICATION WITHIN THE J.S. OF THE PICTURES PUBLISHED HEREIM ORIGINATED BY LIFE OR OBTAINED FROM THE ASSOCIATED PRESS.



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LIFE



AT FRANKFURT TERMINAL OF AIRLIFTS A BASE OFFICER (RIGHT) BRIEFS A PILOT IN FRONT OF BLACKBOARD SOLIDLY CHALKED WITH BERLIN FLIGHT SCHEDULES

THE GREAT AIRLIFT SUSTAINS BERLIN

Up from the big Rhein-Main airport at Frankfurt rose a heavily laden C-54, its cigar-shaped fuselage nearly filled with dusty Ruhr coal. Behind it, a half minute later, came another and behind it another and still another. In the lead plane the pilot looked down at the fields below. "Nice country," he said. Two weeks before, the pilot had been in Texas with his entire squadron, preparing for troop-carrier exercises. "Now," he remarked wryly, "I'm in the coal-delivery business in Berlin."

As the C-54s, only a few of the many planes engaged in the dramatic Berlin airlift, roared on toward the besieged German capital, the lead plane pilot grimaced and spoke again: "When you think of the energy in gasoline that you burn up," he said, "delivering coal by air doesn't make much sense to a guy like me, but I suppose the people up there know what they're doing. . . ."

The struggle for Berlin was going our way, but the battle for Europe was in dubious balance. Although the airlift was flourishing, the allies seemed almost ready to offer Russia a resumption of fourpower negotiations which could lead eventually to a more or less graceful withdrawal from Berlin. Jolting as this prospect might be to Americans, the alternative was an outright risk of war, for which the U.S. and its allies were not prepared. The most that our officials would say was that we would neither withdraw nor bargain "under duress." In the hope of a dignified solution the U.S., Britain and France sent envoys last week to Moscow where Foreign Minister Molotov kept them waiting two days before he would see them. Meantime it was made perfectly clear that the U.S. 1) would not be hustled out of Berlin by force and 2) does not necessarily plan to stay there forever.



SOME CREWS FLY THREE ROUND TRIPS EACH DAY

The U.S. still stands on its legal right to be in Berlin, but its only major weapon in the struggle is the prodigious air operation by which the U.S. and Britain have been supplying their sectors of the city since June 22. By last weekend U.S. and British pilots had delivered some 57,600 short tons of food and coal to

the city. U.S. pilots alone had made 7,502 (hg) is and had set down 19,876 tons of food, 10,980 tens of coal and 5,899 tons of quartermaster supplies tra-right g food) for Americans and other for eigners in Bert. i.

To achieve this record most of the An encan Call's and G-54s have averaged three round trips can a dey



PILOT AND COPILOT of the Big Willy leave plane on return from Berlin to get a few hours' rest. Plane will be gassed and reloaded immediately.



COAL FOR BERLIN is lined up at the Frankfurt airfield in trailers, each holding 10 ton plane road. It is transferred to the planes as soon as they arrive. Trailers in right background are loaded with flour.



CAN HANDLE MORE PLANES THAN GATOW, BERLIN TERMINAL OF BRITISH AIRLIFT. ADMINISTRATION BUILDINGS (CENTER) WERE STARTED BY NAZIS, LATER BURNED OUT

over the 275-mile stretch of rolling country between the two German cities, much of the time through murky, foggy weather. Last week a Life photographer in Berlin boarded a C-54 which had just unloaded a 10-ton consignment of coal. This plane, identified as "Big Willy 2719" for ground control purposes, had left its Frankfurt base at 3:20 a.m. and had landed at Tempelhof at 5 a.m. Only 84 minutes later Big Willy took off for the Rhein-Main airfield at Frankfurt carrying 31 displaced persons (pp. 18, 19). Twice, on the flight through the air corridor, Russian Yak fighters cruised dangerously near the

C-54, but at 8:05 the plane reached Frankfurt and landed without mishap. By 8:15 the DPs had been unloaded and more sacks of coal were going aboard. At 11:20a m, after some of the Big Willy's crew had snatched a catnap and loading had been completed, the plane took off with 10 more tons of coal for Berlin.



EN ROUTE TO BERLIN pilot and copilot check their course as they enter Russian zone. These carrier planes fly in blocks of 30 to 10 to avoid piling up over Tempethof and causing aerial entanglements.



BETWEEN FLIGHTS a crewman naps in Berlin's Tempelhof terminal. To conserve manpower the Army is trying to reduce flights to two daily.



COAL GOES IN As the C-54 nears Berlin a staff sergeant checks lashing which holds 110-pound bags of coal in place. The 10-ton load of coal does not occupy all of the big plane's cargo space but is just under the maximum weight limit. Unloading takes only a few minutes and the C-54s seldom remain at Tempelhof much more than an hour. Despite these

swift arrivals and departures which have delivered more than 10,000 tons. Berlin has only a four week supply of coal on hand. To rebuild this dwindlet gresery U.S. authorities have been experimenting with techniques of dropping coal can gos by air. These have been perfected and it will soon be possible for coal carried to fly from Frankfurt to Berlin and return without wasting time at Tempelhole.



PEOPLE GO OUT When the coal has been unloaded the interior of the C-54 is swept thoroughly and seats mare lowered for passengers. These Polish Jews are among 5,000 DPs being evacmated to U.S. zone in order to lessen Berlin's food needs. For better or for worse, amost Berliners must stick it out in Berlin during the coming winter. Thus far a

few Americans have been moved and the Army is now considering transferring all U.S. Army and diplomatic dependents to the Frankfurt area. But the problem of a mass evacuation would be so formidable, and the results so uncertain, that officials have not given serious consideration to suggestions that "Operation Vittle" planes undertake a major transfer of Berlin residents before winter.

THIS BUSINESS OF INFLATION

WHAT PRESIDENT TRUMAN HAS DONE IS TO ASK FOR MORE, NOT LESS, OF IT

President Truman's message to Congress was a crazy-quilt performance, If its "anti-inflation" program was sincere it suggests that the economics they teach in Mr. Pendergast's circles is straight out of Humpty Dumpty's head. If, on the other hand, it was consciously baited to catch every last unthinking vote, it was-save for five or six points-a sheer piece of demagogy. The civil-rights and liberalized displaced-persons legislation proposals, which Life endorses, have nothing to do with inflation. As for the rest of the message, with the notable exception of the suggestions that limitations be placed on bank credit and instalment buying, it is in the familiar tradition of lend-spend. If adopted, the program would add several sizable rivulets to the already swollen stream of

money that is constantly floating the price level to new highs. Mr. Truman is offering drinking

water to a drowning man.

If we were in a depression Life would be for most of the items placed in the "For Deferment" column in the above box. The Taft housing bill would be just the thing if the building trades were lagging. The construction of a TVA steam plant would be fine if private utilities weren't scrabbling to get materials. Increased old-age assistance might be mandatory in a time of unemployment. In brief Mr. Truman has suggested the very type of thing that the famed British economist, John Maynard Keynes, lumped under the heading of "offset" spending, which is needed when the business cycle is down. When the cycle is up, this type of spending can only push the curves right off the top of the graph.

The Overmastering Problem

If Truman had put purely humanitarian considerations ahead of the general problem of inflation, his program would have had some intellectual respectability. Federal aid to education could be justified even though it would swell an overexpanded money stream. But Life, even as President Truman, considers inflation to be the overmastering domestic problem of the time. And in a period of full employment, when few people are really suffering from unbearable social ills, "lend-spend" humanitarianism can afford to await its appointed Keynesian day.

But people, especially the GIs, need housing, so the Trumanized humanitarian might retort. LIFE does not disagree. But would a government-sponsored housing bill give us a single

THE TRUMAN PROPOSALS—Yes or No?

LIFE herewith presents its stand on the Trumen "anti-inflation" program. The reason for its choices, as the accompanying editorial tries to make plain, is that, unlike Mr. Truman, it is really against further inflation.

YES

- 1. Consumer credit control.
- 2. Regulation of inflationary bank credit.
- 3. Liberalized DP bill.
- 4. Civil rights.
- 5. UN construction loan.

FOR DEFERMENT

- 1. Regulation of commodity speculation.
- 2. Taft-Ellender-Wagner housing bill.
- 3. Federal aid to education.
- 4. Minimum wage legislation.
- Increased old age assistance.
- International wheat agreement.
- 7. TVA steam plant.

NO

- 1. Excess profits tax.
- 2. Allocation and inventory control.
- 3. More rent control.
- 4. Stand-by rationing authority.
- 5. Price controls.

the supply of free floating money, they would hardly get at the root of the inflationary disease. Without the patriotic sanctions of wartime, rationing and price controls would result in the rip-roarin'est black market the world has ever seen. Indeed the American who puts freedom ahead of his pocketbook-and there are many such citizens -might consider it his duty to patronize the black market, just as many essentially sober people once considered it their duty to drink in defiance of the Volstead Act. LIFE does not advocate lawbreaking, but it does hate to see the type of law passed that ends by creating a contempt for any and all law. As for "allocation and inventory control," the President already has the power to allocate steel. He has not seen fit to ex-

ercise the power.

The remaining items in Life's "No" column have both inflationary and deflationary effects, and so come to nothing very ponderable in the monetary scale. The excess-profits tax soaks up some spending money. But it also encourages management to accept padded expense accounts and inefficient production, which help to raise prices. Moreover the excess-profits tax protects the Goliaths of U.S. industry and penalizes the Davids. The small company is kept from establishing itself, and the big company is thereby saved from new competition. The end result is monopoly. Rent control in the middle of a building boom works to a similar anomalous end; it diverts money from the erection of rental units into buildings for quick sale to sucker purchasers.

The "central purpose" of Mr. Truman's message, then, is quite the opposite of what the author says it is. If Mr. Truman had been either logical or honest about things, he would have advocated higher taxes for the specific purposes of retiring an inflationary debt.

Not in the Audit

As for the civil rights and liberalized immigration, Life intends to discuss these in future editorials. They are good things in themselves. But they do not belong in an audit of the inflationary mess. The U.N. construction loan, a mildly inflationary proposal which we have inconsistently put in our "Yes" column, is another subject for future editorializing. Life does not want the U.S. to appear as an international welcher; hence its approval of the loan. But it has its reasons for believing U.N. would function better in quarters outside of New York City.

extra dwelling unit this coming year? In 1948 a million new units will be on their way up. Since the average family consists of four people, this means new homes this year for four million. The four million will be vacating other premises—which means that still another four million will get the benefit of new space. At this rate the housing problem should vanish sometime in 1949 or 1950. That would be the logical time for slum clearance. As of the present moment politicalized housing would only bid up the price of everything, from pine logs to cinder blocks. Contractors might welcome this, but -since nearly everybody is employed—it could hardly result in any extra pine trees being cut down or any extra cinder blocks being made.

LIFE has put the regulation of commodity speculation into its "For Deferment" column for the simple reason that it is not sure what effect speculation has on inflation. The speculator has been damned as the villain who accentuates price swings. Maybe he does, but there is a certain school of economics which insists that the speculator is absolutely necessary to keep markets within bounds. It is the appearance of the bear that checks the bull market and vice versa. In any event it seems silly for President Truman to attack speculators in the very message that suggests an international agreement to support the price of wheat. Support prices encourage bullish speculators by taking the risk out of their trade. Even the best "regulated" bull can make dough if you put a floor under him. Ask Mr. Truman's friend Ed Pauley; he knows.

Superficially considered, the items which Life has placed in its "No" column are antiinflationary. But, since they would not reduce

PICTURE OF THE WEEK:

The nation's 14 million veterans will be pleased to observe that the "new" Army—as this picture taken last week at the California National Guard Camp, San Luis Obispo, reveals—is very much like the old Army. Recruits are still greeted at the reception center with

the same frosty official courtesy, and the two standard reactions to the Army's inoculation gantlet remain unchanged. On the opposite page Pvt. Norman Berryessa displays the fictional Walter Mitty reaction—"What do I care? The wounds are only 6 inches deep"—while

medical technicians inoculate him for typhoid (right arm) and tetanus (left arm). Behind Berryessa, Pvt. Steven Bray, still unscathed, writhes and shudders in the more common "thousand-deaths" reaction. As veterans know, this will arouse no jot of sympathy for Private Bray.





BUM'S RUSH The young woman above, putting up a pretty good battle against three policemen, is Marylin Hasselbeck, a C.I.O. Electrical Workers picket at the Univis Lens Co. in Dayton, Ohio. As shown below, however, she eventually lost the argument and was carried away, still protesting but powerless. The incident occurred in the course of mass fights last week between the pickets, who have been on strike since May 5, and the police department, which had orders to clear the way for workers who wanted to return to the job. The back-to-work movement started after a National Labor Relations Board election in which plant employes voted 302 to 272 against representation by the union.





BIG SWIM The day was hot, the sea calm and the crews tired. So right in the middle of the Atlantic Ocean, Admiral Heber H. McLean, commanding the Navy's summer training squadron for midshipmen, ordered his ships to





stand by The crews clambered gratefally down the nets (above) and went splashing into the sea. However, the pattern they made (below), when studied closely, seemed to bear out an old suspection that sailors are more used to being on the water than in it.





SPY QUEEN The most startling news of the week was made by Ekzabeth T, Bendley, shown above testifying before a Senate investigating committee Vassar-trained Miss Bentley admitted she had fallen in love with a Russian agent, Jacob Golos, and had then eforth served as head of a Communist spy rang which gathered secret data from Communists and sympathizers in government jobs. Among her sources were about 50 big and little fry in the Treasury, Commerce Department, State Department, Air Forces, OSS and OW I. One of those she accused was Harry D. White, former assistant secretary of the Treasury, shown below with the late John Maynard Keynes, British economist (ufi)

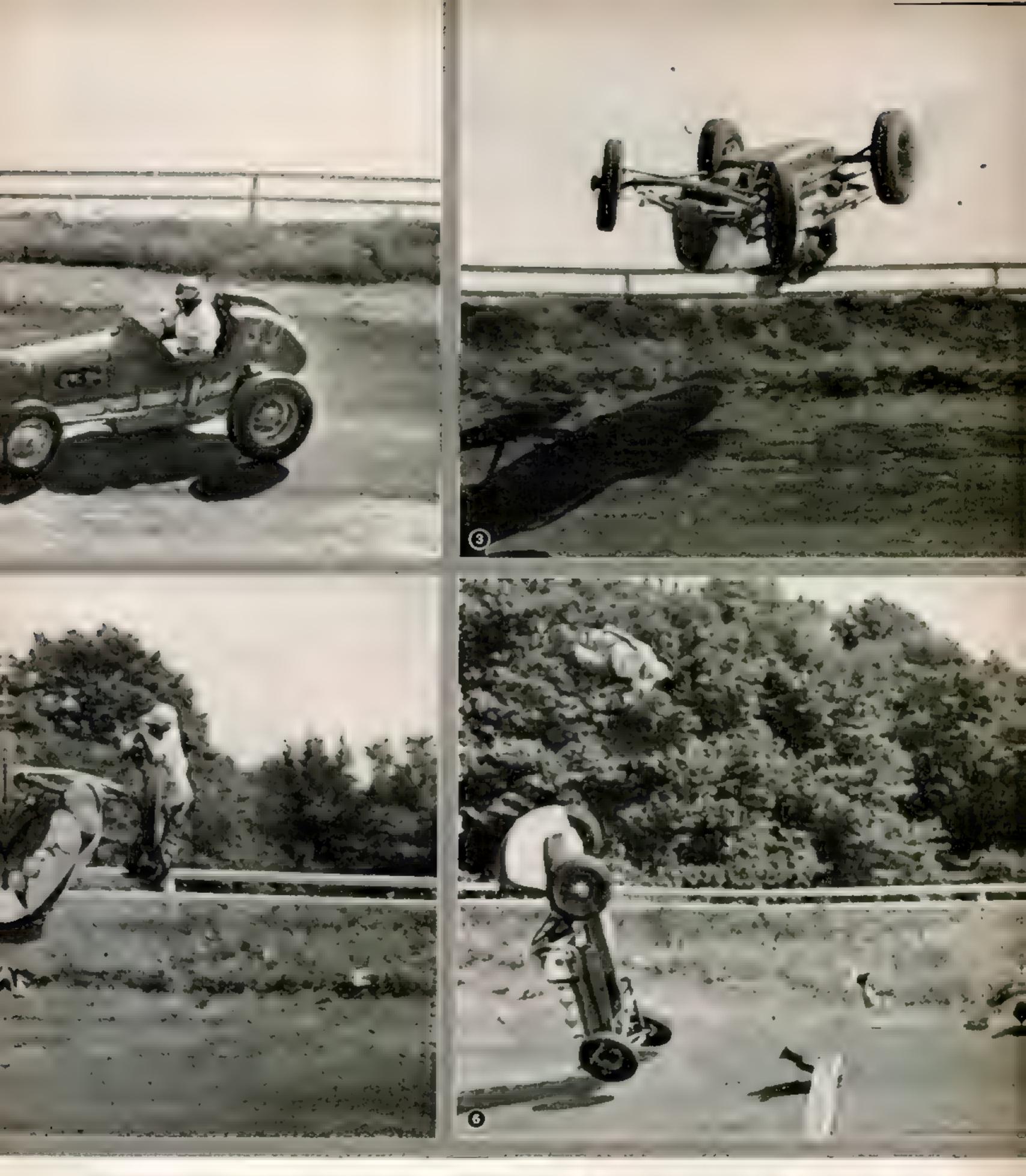




TRAGEDY ON THE TRACK

Roaring around south turn on an Indiana speedway, racing car flips into air, cuts leg off its driver

It was a hot Sunday afternoon and 10,000 people jammed the Winchester (Ind.) speedway to see the auto races. Down on the dirt track one of the drivers, big, chunky Orville Epperley, nursed his Riley Special (No. 2) through an inferno of dust, noise and exhaust fumes, across the finish line in third place to qualify in a trial heat. Then he cut his speed, started the ticklish slowdown around the south turn. What happened then is recorded in this dramatic picture sequence taken by Dayton Photographer John Weiser. Behind Epperley came George Lynch in No. 39, still hitting nearly 100 mph. Epperley saw Lynch's car come up on the inside and knew it was going too fast to make that tight a



turn. Then it hit him (picture No. 1). In a squealing, thumping crash Epperley's racer jumped off the track as if it had been catapulted. While Epperley desperately fought to get back onto the track the car skidded right up the embankment sideways (picture 2), hit the shoulder and, like a monstrous grasshopper, Hipped into the air bottom side up (picture 3). As the twisting car plunged back flown to earth, Orville Epperley was thrown out of his cockpit (picture 4). But us the car fell from under him the cowling caught him in the left leg, sliced it off at the knee. Then the car, slamming its tail into the ground and flipping and over end, smacked its injured driver in mid-air (picture 5), sending him fly-

ing off the track while his severed left leg fell among the debris (center of picture 6).

Despite all this Epperley lived. Rushed to a hospital in a stand-by ambulance, he was treated for shock, a dangerous loss of blood, and head and chest injuries as well as his severed leg. Trying to save what remained of the leg, doctors amputated at mid-thigh. A second operation was necessary and they had to reamputate at the hip. But Epperley was lucky. Six weeks before, on a nearby track, another driver had skidded while going too fast on a turn. His car smashed into a wire fence and he was sheed up so hadly he was dead within two hours.



CALMLY WALKING THROUGH 40 FEET OF WATER, MR. SIMMS ENJOYS A BOTTLE OF BEER AND CARRIES AN UMBRELLA AS A SHIELD AGAINST POSSIBLE RAIN

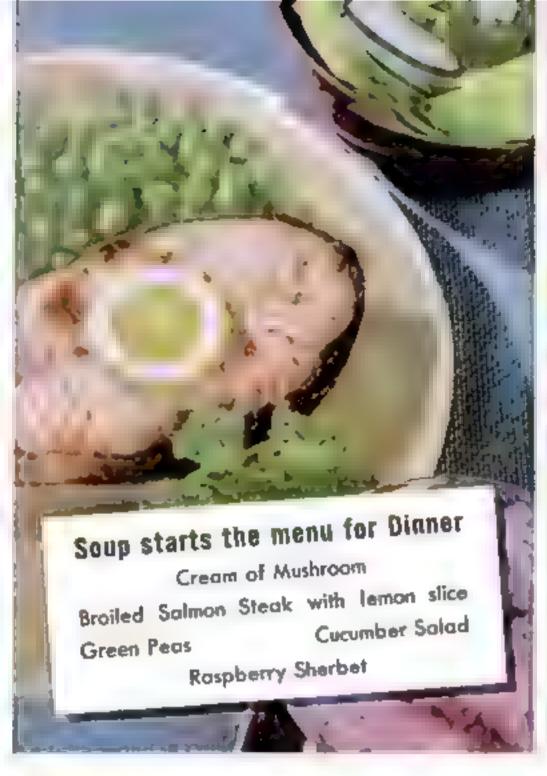
WATER WALKER

Briton strolls across the Thames

Joseph George Simms, a 52-year-old clerk from Southampton, England, keeps himself in trim by a rather singular method of exercise. In the proper dress, bathing trunks and a cap, he strolls into the Thames River and keeps on walking. Although he calls his feat "walking on water," this is a slight exaggeration. He actually walks in the water, with a

cycling motion of the legs much like treading water. Occasionally smoking a cigarette, sipping beer or carrying an umbrella, he plods from Chelsea to Battersea and returns by bridge. Mr. Simms's best time for the 300 yards has been 17 minutes which, as he rightly claims, is a world's record for this distance in this particular type of hydrolocomotion.









You'll like all these

"MINUTE-HAND" MEALS

... "starring" Campbell's Cream of Mushroom Soup

Probably you already know this luxury soup—this glorious blend of cultivated mushrooms and extraheavy whipping cream, with delicate mushroom pieces added. So you'll want to try the delicious lunch, supper and dinner menus above, and the quick, easy and delightful sauce and recipe suggestions below. If you've yet to try Campbell's Cream of Mushroom Soup, why not get acquainted with it now—in one of these pleasing ways? You'll find it a family "treat" you can afford as often as you like.











Honeycombed Cente

A. Anothe



with Peanut Butter and creamy Caramel

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Designed for the perfectionist with an eye for Value

... this magnificent Victrola Radio-Phonograph with the RCA Victor



AC, has convenient roll-out automatic record changer and tilt-out radio, 3 point tone control. Fine manogany-finish cabinet with room for up to 80 records. See it at your RCA Victor dealer's, \$269.50*

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Here's record playing such as you've dreamed about . . . a fine new automatic record changer designed by RCA Victor

for precision-handling of twelve 10-inch or ten 12-inch records. It has passed an operational test of 3000 hours! Has exclusive "Silent Sapphire" permanent point pickup—no needles to change.

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Obey that wonderful impulse!...See this RCA Victor triumph today! Costs less, much less than you'd think!

"Victroia"—T. M. Reg. U. S. Fet, Off.



This exclusive 3-Way Acoustical System made radio history in thrilling public tests of tonal fidelity. Even trained musical ears could not tell the performance of the "Golden Throat" from that of a hving musician,

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BRITISH WEDDINGS

The titled, wealthy and renowned provide a brilliant social season

After anine-year lapse enlivened only by the brilliant wedding of Princess Elizabeth last Nov. 20, British society is rapidly making up for lost time. The stream of notable marriages began on July 21 when Raine McCorquodale (below), daughter of prolific authoress (37 novels) Barbara Cartland, became the wife of Gerald Legge, future Earl of Dartmouth. On the same day Elizabeth Paravicini (p. 34), daughter of prolific author (21 novels) Somerset Maugham, married Lord John Hope.

On July 22, 1,500 guests, including the king and queen, turned out to attend the wedding of the Earl of Derby, England's wealthiest bachelor, to Lady Isabel Milles-Lade. To match these events American society produced only one big-name marriage during all of July: the wedding of William Randolph Hearst Jr. (p. 34) to Mrs. Austine Cassini.



IN LONDONDERRY HOUSE, SERVANTS STAND GUARD OVER A RICH ASSORTMENT OF GRAY AND BLACK TOPPERS



McCORQUODALE BRIDAL PICTURE includes a majority of the 16 bridesmands and the two kilted pages, young half brothers of the bride. On the 18-year-old bride's

right stands Bridegroom Gerald Legge, who will eventually inherit the earldom of Dartmouth, and on her left is Best Man Captain Rognavald Richard Farrer, Lord Herschels.

MRS. PARADINE IS ON TRIAL FOR HER LIFE!



Vollie IS MRS. PARADINE!

in DAVID O. SELZNICK'S production of ALFRED HITCHCOCK'S

THE PARADINE CASE

starring GREGORY PECK - ANN TODD - CHARLES LAUGHTON CHARLES COBURN - ETHEL BARRYMORE - LOUIS JOURDAN - and <u>valle</u>



Relieves Itching, Kills Fungi On Contact, Helps Heal Red, Raw, Cracked, Pealing Skin!

Reware of Athlete's Foot! At first sign of itching, tiny blisters, red, raw, cracked or peeling skin between toes or on feet, quickly use Dr. Scholl's Sulfa Solvex.



This wonder-working powder formula by America's noted authority on diseases and deformities of the feet contains the miracle drug, Sulfathiazole.



Dr. Scholl's Sulfa Solvez promptly attacks the entire area of infection with quick, telling effect. Relieves intense itching at once, Kills deep-seated invisible fungi on contact. Aids rapid healing and helps prevent reinfection,

Helps Prevent Athlete's Foot

Even if you haven't Athlete's Foot, use Dr. Scholl's Surfa Solvex daily as a precaution against infection. Only 60¢ at Drug, Shee and Department Stores.



D'Scholl's SULFA SOLVEX You work less because the new

HOOVER IRON

works more

Get faster, more effortless ironing with the Hoover Iron. These are the features:

- 1. Fast, even heat in every inch of ironing surface. No cool spots to slow you down.
- Light in the hand...slick and quick to move around.
- 3. Easy-to-read Pancake Dial for Positive Heat Control.

See this easier new iron in the housewares section of your Hoover dealer.



The HOOVER COMPANY, North Canton, Ohio, Makers of the famous Hoover Cleaner.

British Weddings CONTINUED



UNUSUAL GOWNS, which made it difficult to tell at first glance whether the bridesmaids were coming or going, were designed by the bride's mother.



GOSSIPING BRIDESMAIDS chat at the reception in Londonderry House. Twelve-year-old lan McCorquodale (left) stands by uncomfortably in kilts.



BUSY BRIDESMAID Catherine de Trafford spent much of her time at the reception coping with a swarm of beaux. Here one has trapped her in a corner.

CONTINUED ON PAGE 36



"SIEP INSIDE FOR THE RIDE OF YOUR LIFE with the Borg-Warner Automatic Overdrive!"



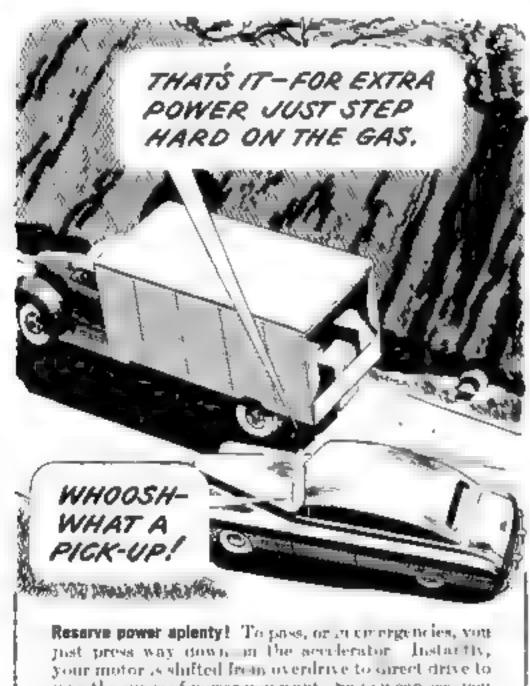
Offered on the latest models of minute for ling makes of ters made only by the Warner Gear Division! The time-tested B-W Overseive is the anymoud type of transmission which automatically selects a bigner or lower generate to give the required power with the greatest economy at gest



Mg change in your basic driving past lass off of . You start in first soft to second. Hen the everdrive shows its remark by advantages in traffic As you gard speed, this device automatically and smoothly slifts you into see not overdrive, which is about the same gear ratio as if not third speed



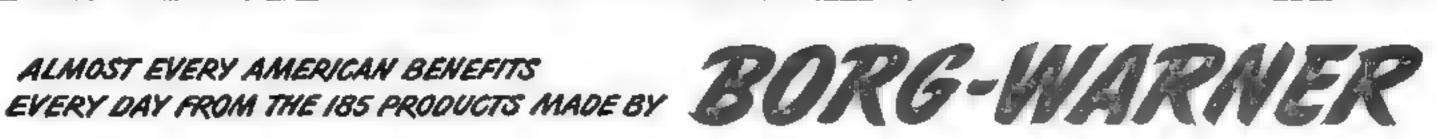
The engine loafs while your ear hustles! As increased speed puts you automatically into third overdrive, the engine makes only 70% of the revolutions it would in direct drive. You fairly coast along. Futiguing engine noise and vibration seem to disappear completely. Every rule is a rest '



give the surge of power you want. Bo you can see, you sacrifice are lutely nothing to gain the big plus advantages of B-W Overdrive.



Up to 3 miles free in every 10? That's what gasoline seep gs car amount to with the B-W Overdrive. You may instantly revert to crive frond drive an I monual shifting. Half you a want to say in overdrive except in save of rights wear and repairs too limit on slavs your glor ger . . . has a better re-safe value. When the steep menutain driving. The B-W Overgrive can act ally diagra the life of an engine an often pays for sperdometer reads 100,000 miles, your engine has itself to the first 20,000 mass. action is gone nowhere near that for





19 OF THE 20 MAKES OF CARS CONTAIN ONE OR MORE PARTS BY BORG-WARNER. These units form BORG-WARNER, Executive Offices, 310 South Michigan Ave., Chicago: song & seck . Borg-warner international . Borg warner service parts . Calumet steel . Detroit gras . Detroit VAPOR STOVE . FRANKLIN STEEL . INCERSOLL STEEL . INGERSOLL UTILITY UNIT . LONG MANUFACTURING . LONG MANUFACTURING CO., LTD. . MARBON . MARVEL-SCHEBLER CARBURETER . MECHANICS UNIVERSAL JOINT . MORSE CHAIN . MORSE CRAIN, LTD. . NORGE . NORGE . NORGE MACHINE PRODUCTS . PESCO PAUDUCTS . ROCKFORD CLUTCH . SPRING DIVISION . SUPERIOR SHEET STEEL . WARNER AUTOMOTIVE PARTS . WARNER GEAR . WARNER GEAR CO., LTD.



MAUGHAM'S DAUGHTER MARRIES

In a quiet ceremony in London's St. Andrew's Church on July 21, Elizabeth Somerset Paravicini, daughter of Novelist Somerset Maugham and formerly wife of Vincent Paravicini, was married to Lord John Hope. Father Maugham attended but stubbornly refused to pose with the bride and groom (above).



AND SO DOES W. R. HEARST JR.

In another quiet ceremony in Warrenton, Va. on July 29 a justice of the peace married William Randolph Hearst Jr., eldest son of the chain newspaper and magazine publisher, and Mrs. Austine McDonnell Cassini. The bride, former wife of Igor Cassini, is a columnist on the Washington (D.C.) Times-Herald.



PEQUOT fine PERCALES

MORE THAN 200 COMBED THREADS TO THE INCH

Dusty Rose . Candlelight Yellow . and White

Pequot Mills, Salem, Mass.

Makers of Pequot Muslins,

America's Most Popular Sheets





For a Treat instead of a Treatment...treat yourself to 11 11 11 11 11





A REPORT ON

RUSSIA'S STRENGTH

THE SOVIET UNION IS BUILDING A GREAT MACHINE FOR WAR

Recent events in Europe have made it clear that if Russia's leaders are not actively seeking war, they are coldly willing to risk it. This being so, war could conceivably begin between the Soviet Union and the West any month or any day. The U.S., standing firm in blockaded Berlin, has relatively few troops under arms, but it has a developing long-range air force, an unequaled industrial base, complete command of the seas—and the atomic bomb. What does Russia have to oppose such present and future power?

When World War II ended, the Soviet Union had 20 million men

under arms, an operating air force of about 21,000 planes and a negligible navy. The Russians did not completely demobilize their armies, nor did they completely reconvert to the production of consumer goods. Instead they waged continuous propaganda "peace" offensives and behind the Iron Curtain utilized both voluntary and forced labor in repairing the damaged Soviet military and industrial machinery.

Soviet capabilities are considerable, however, even without atomic energy. Militarily the Russians have the world's largest standing army, an air force of 14,000 planes, and an expanding program of submarine construction based on the so-called "snorkel" (pp. 42, 43). Industrially the Soviet Union has reached, and perhaps exceeded, its 1940 rate of heavy industry production. The U.N. Economic Commission in its report last March on European recovery commented: "It would thus appear . . . that the current rate of production [in the Soviet Union] is consistent with

the achievement of the targets of the Five-Year Plan for 1950."

Perhaps the most significant factor in the Russians' own estimate of their war potentialities is the Fourth Five-Year Plan. Begun in 1946 and due for completion in two years, the "Gosplan" (state plan) combines reconstruction, expansion, strategic concepts. Early this year, in its reply to the U.S. white paper describing Soviet and Nazi collaboration in 1939-41, the Russian leadership denied that the Soviet government could have mounted an offensive against Germany from beyond the Urals. There is little question but that the Gosplan is intended to remedy that inability.

Although Russian workers have rebuilt much of Stalingrad and Leningrad and the Donetz basin is again functioning, the greatest Soviet emphasis is being placed on Siberian expansion. Huge industrial complexes are growing up in the "kuzbass," beyond Lake Baikal and near Russia's Pacific coast. By 1950, if the Gosplan targets are achieved, the Russians could sustain a war effort from Siberia even if all of western Russia were lost (map, p. 47).

"HOW DO YOU KNOW?"

On this and the following 10 pages Lift tells, in pictures and words, more about the industrial and military Russia of 1948 than U.S. readers are commonly told. Everyone knows that Russia is a closed country: how, then, do we know? The answer lies in months of hard and expert digging by members of Life's staff and a small group of consultants who are recognized authorities on their subjects. They drew on Soviet publications, on U.S. and United Nations studies of the Russian economy and, in addition, upon some sources which cannot be identified even indirectly. The result is not complete; on some points it cannot be conclusive; but it adds up to the best available answers to questions that all the world is asking.

These military and industrial prospectives sound impressive, but they are subject to tremendous qualification, particularly in the relation of quantity to quality. The Soviet Army, which numbers about 3 million officers and men, is still on a garrison rather than a field basis, and mounting any sort of major offensive would involve immense logistic problems. The often-voiced theory that the Red army could sweep across Western Europe to the Atlantic within the first fortnight of war is not supported by the facts (pp. 40, 41). The Red air force has an assurtment of new jet-model in-

In World War II about 10% of the Soviet Union's war expenditures were attributable to U.S. Lend-Lease. Very little of this was combat matériel—the important imports were machine tools, non-grain fats and oils. At the start of World War III the Russians could hope to supply this deficiency only from the satellite powers. Competent analysts believe that these eastern European nations together could add only 7% to the Soviet economic potential. As for Western Europe, the Germans learned to their sorrow that countries occupied by force seldom or never make their full economic potential available to the occupying powers.

The Soviet Union's political potential must also be weighed. The Russian Communist party is engaged in drastic reforms, aimed at making it the unquestioned model and master of all the Communist parties of Europe. Slight deviations from the Moscow line, hitherto permitted for local

reasons, are now forbidden, and Moscow's intention is evidently to perfect a single, disciplined instrument of political aggression. Marshal Tito has rebelled against this process, and there are other signs that the policy is making a lot of trouble just now for the Moscow dictators. But it is too soon to conclude that they will fail. If they succeed, the Communist weapon will be more effective than it has been to date.

Governments do not always act in ways and for reasons that seem logical to other governments. The autocrats of Soviet Communism are involved in a complicated struggle for individual as well as national power, and none of them can afford to lose. For if they lose, they die. To Russia's totalitarian leaders, the choice between peace and war might thus become a personal choice between war and oblivion, and men of their kind never choose oblivion. We may yet be at war because the Politburo wants to remain the Politburo. Or, its members may believe that the chaos of war would ultimately produce a world collapse —and a world Communist state.



YOUNG RUSSIA IS IN THESE FACES AT THE DJERZYNSKY TRACTOR PLANT

RUSSIA'S STRENGTH CONTINUED



SUPERSONICS SCIENTIST Anatoly Dorodnitsyn of the Central Aero-Hydrodynamics Institute won a Stalin prize for work on aerodynamics in high-speed flight.



POWER DISPENSER Dmitri Zhimerin, Minister of Electric Power Stations, was reproved by Supreme Soviet last year for inefficiency but managed to keep his job.



TOP INDUSTRIALIST in Soviet Union is Roman Belan, director of the huge Kuznetsk Iron and Steel Works which became the nation's biggest after loss of Ukraine.



RAY RESEARCHER Alexander Zhdanov is in charge of experiments with cosmic rays in their relation to atomic fission. He also heads the U.S.S.R. Radium Institute.



RUSSIA'S RULERS, members of the omnipotent Political Bureau of the Central Committee of the All-Union Communist Party (Politburo), joined lesser leaders at the celebration in Moscow of the 30th anniversary of the Soviet Army. Eleven of the 14 Politburo members are in this pic-

ture and are indicated by the circled numbers. The picture shows: 1) Marshal Bulganin, Minister of the Armed Forces, making the principal address; 2) Malenkov, Deputy President of the Council of Ministers; 3) Mikoyan, Minister for Foreign Trade; 4) Kaganovich, Secretary of the Ukraine par-

POLITICAL RIVALRIES HANDICAP RED ARMY AND SOVIET INDUSTRY

The face that Soviet Russia most often turns to the world is that of Joseph Stalin and his Communist lieutenants in the all-powerful Politburo (above). The Politburo makes and enforces top policy, but it does not run the vast, rumbling Russian economy either in peace or war. Some of the people who do—and few of them are known in the West—are shown on these pages.

Contrary to the Marxist dream in which politicians and technicians work together for the best interests of the people, the relations of the Politburo and the Soviet



DEAN OF DESIGNERS of Soviet aircraft is A. N. Tupolev, who conceived first modern four-engine bomber. He adapted the B-29, also has produced a jet bomber.



ARTILLERYMAN Vassilii Grabin, general in the Red army, is responsible for most of the Soviets' excellent artillery pieces, a number of which he personally designed.



TOPPHYSICIST Peter Kapitza has spent years in Britain, is now believed directing Soviet atomic research. He is one of the world's great scientists.



ty; 5) Voznessensky, Chairman of State Planning Commission; 6) Beria, boss of MVD (secret police), formerly NKVD; 7) Kosygin, a Politburo alternate; 8) Zhdanov, the boss of Cominform and Secretary of the Communist party; 9) Molotov, Minister for Foreign Affairs; 10) Generalissimo Stalin;

Union's military and industrial managers are not always amiable. Many of the Soviet technicians are highly competent, but professional capacity alone is not enough. It is almost an axiom in present-day Russia that only men who are doctrinaire Stalinists but otherwise pliable can hope for success. The absence of the profit motive has not eliminated cutthroat rivalries among generals, scientists, designers and managers. A good example of this kind of internal attrition is the fact that Andreas Tupoley, the best Soviet aircraft de-

11) Marshal Budenny, civil war hero; 12) Marshal Voroshilov, civil war hero; 13) Suslov, the Soviet propaganda director, 14) Shvernik, President of the Presidium of the Supreme Council; 15) Marshal Govorov, hero of Leningrad; 16) Marshal Vasilevsky, who is Stahn's top military adviser.

signer (below, second from left), has been supplanted in official favor by young Alexander Yakovlev (right, second from top), who is a less competent designer but a first-rate lobbyist.

This dissension (which reflects the stresses now besetting Communism on an international scale) would handicap but not destroy the Soviet ability to make war. The fact for the world to remember is that despite all the rivalries Soviet Russia and the Red army were able to wage and win their kind of war the last time.



GEOLOGIST Alexander Zavaritsky is foremost specialist on Ural iron deposits, won the Stalin prize in 1945. He has pioneered many new ore fields.



TOOLMAKER Alexander Yefremov has toughest industrial job as boss of machinetool industry. Good machine tools were a major Soviet deficiency in World War II.



TANK PRODUCER Isaak Zaltzman operates huge Kirov plant, the Red equivalent of the Detroit tank arsenal. A major general, he is rated a good production man.



COAL DIGGER Alexander Zosyadko is in charge of all coal production west of the Volga, including Moscow area and Donetz basin. Zasyadko has atatus of a minister.



FAIR-HAIRED BOY of Soviet aviation is Alexander Yakovlev, who designed the Yak fighters. Only 39, he is close to Stalin and is Vice Minister of Aircraft Production.



small-arms expert George Shpagin was Czarist-trained, designed Soviet submachine gun often seen in pictures. He got it produced in a record nine months.



TANK DESIGNER Joseph Kotin has repeatedly accomplished the "impossible" in tank design. He produced Joseph Stalin III tank which remains one of best in world.





JOSEPH STALIN TANKS are drawn up in formation for a Soviet parade. These giants outclass any

other tank, both in firepower and design, but they are built for use in Russia's extreme cold and are no

good in the desert. Their powerful guns are tipped by German-type muzzle-brake to reduce the recoil.



THE RUSSIAN "B-29," copied from a stolen U.S. plane, indicates the Reds still lack a good four-engine bomber of their own. This is Tupoley transport version.



SOVIETS' BEST JET is this "MIG," which can match an F-80 or F-84 in performance. Russians are making big effort on this plane but they have too few now.



RUSSIAN POWER IS STILL CHAINED TO THE LAND

Unlike the U.S., which by virtue of possesaton of the atomic bomb has placed its postwar emphasis on strategic airpower, the Soviet mititary establishment is still primarily based on the Soviet Army and a supporting rather than a long-range air force. The Russians do not have the bomb and probably will not have it before 1952; and they have no bombers capable of a round trip to the North American continent.

However, as General Carl Spaatz has pointed out (LIFE, July 5), the Russians are building B-29s which could easily reach strategic U.S. cities-one way. If and when they perfect the atomic bomb they might consider it well worthwhile to expend their entire bomber force in an atomic Kamikaze attack on the U.S.

In the meantime Soviet war power is confined to the land mass of Furope and Asia and must be examined within those limits. The approximately three million men (and women) now under arms provide the makings of nearly 200 combat divisions and the cadres of many more. This great force is now dispersed from the Pacific to Poland, and only a fraction of it could be put immediately in the field. The majornty of the divisions are in garrison in European Russia, where the Minsk command of Marshal Konstantin Rokossovsky, the conqueror of the Germans at Stalingrad, is the most important. On this foundation the Soviet Union could, in the event of war, quickly expand to at least 450 infantry divisions, 50 armored divisions and 35 cavalry divisions.

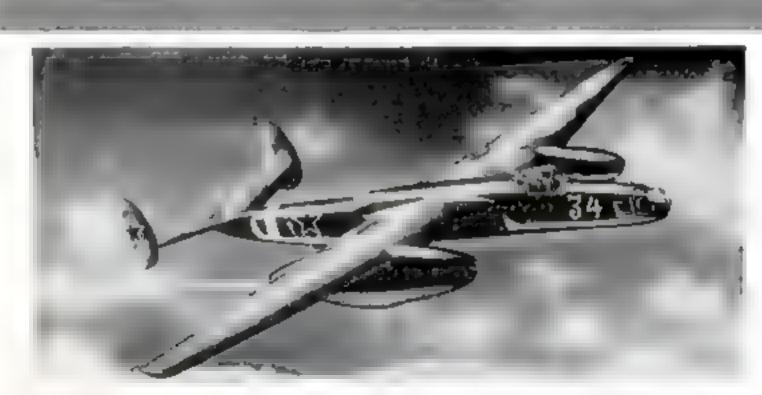
In any move against Western Europe, the main Soviet strength probably would marshal along the axis of the Minsk-Moscow road rathor than in the satellite countries, as some observers have frared. There is, however, no existing evidence that Red army forces west of Russia proper are at present organized and supplied for an offensive action. A blitz push to the Atlantic, even against inconsequential opposition, could only be hims hed after some weeks of preparation, reorganization and regrouping

If such an oftensive were launched, it would be spearheaded by Soviet armor-notably the Joseph Stalin tank (left). Behind these powerful spearheads would come combat infantry divisions which number a third fewer men than their U.S. equivalent but which have considerably greater firepower. Supporting these foot soldiers would be heavy and medium artillery. powerful self-propelled guns, rocket trucks and the Soviet air force of 14,000 planes, some of which are shown below.

In many ways the Red air force is the weakest link in the Soviet offensive and defensive chain. Most of the 14,600 boasted planes are

of wartime vintage. The majority are fighters comparable to the Japanese Zero and are actually inferior to the 1937 British Spitfire. These planes would be hopelessly outclassed by Western jets. However the Russians have in service the new MIG (below), which has either twinjets or an improved single jet. With good fire control (which is still lacking) it may become a formidable interceptor of enemy bombers They have other jet models in the experimental stage, including one four-engine bomber, but during the initial phases of any major war such old-timers as the beavily armored, groundattack Stormavik bombers and the plywood laks would provide the basic troop support.

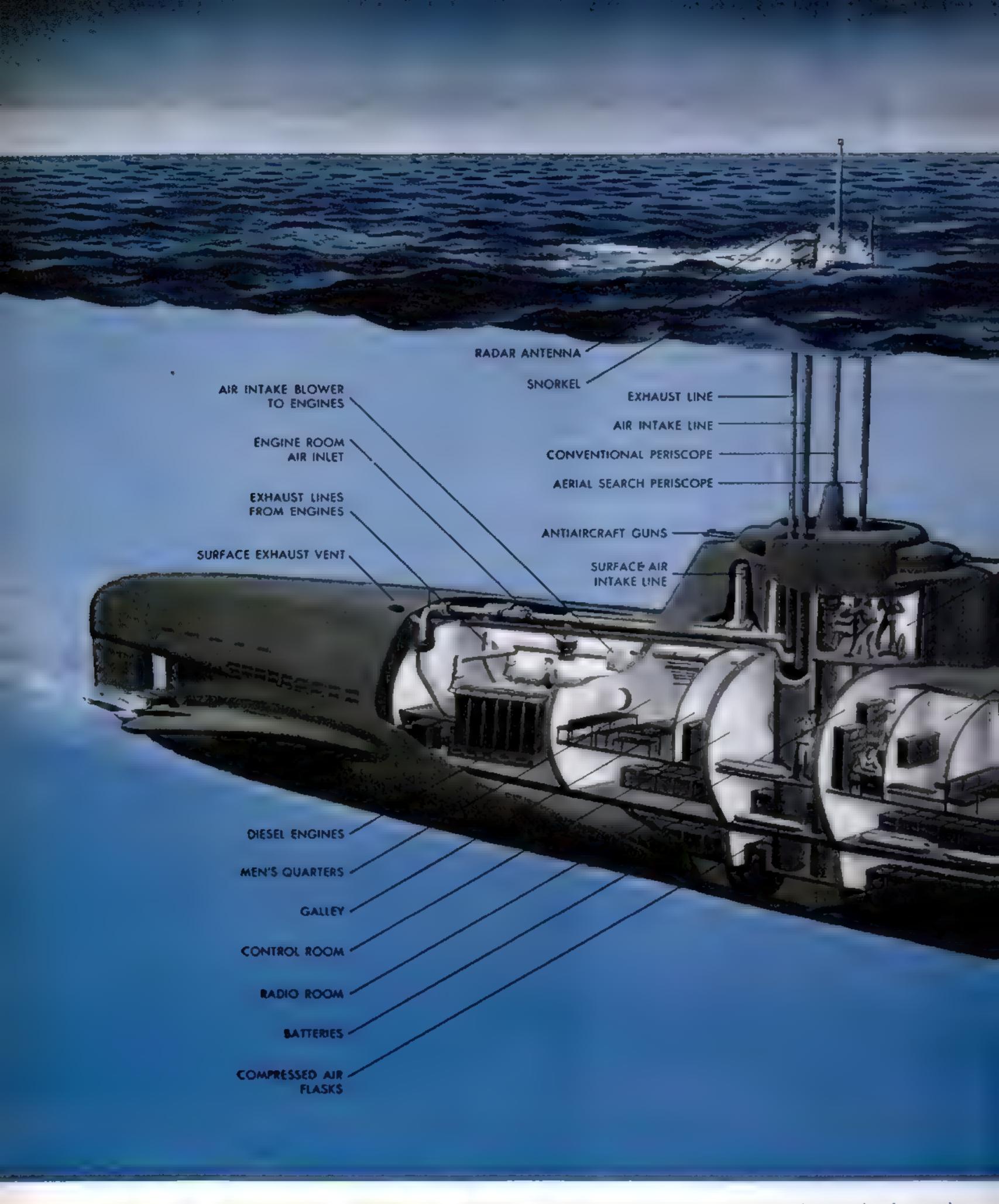
Ultimately, even if they occupied all Western Europe, the Bussian problem would be one of defense. The British Isles would have to be neutralized, presumably by guided missiles, and the Russians have been unable thus far to improve on German designs in the long-range rocket field. With its formal army forces spread thin the Soviet Union itself would be subject to invasion by air and by sea. While U.S. airmenbelieve (and Congress hopes) that the Russian will to fight can be destroyed by aerial bombardment, the majority of American nulitary strategists feel that ultimately the Soviet empire would have to be invaded by ground troops.



RED JET SOMBER is a modification of conventional TU-2 medium bomber. It is believed to have after-burners at the ends of the jet engines for extra speed

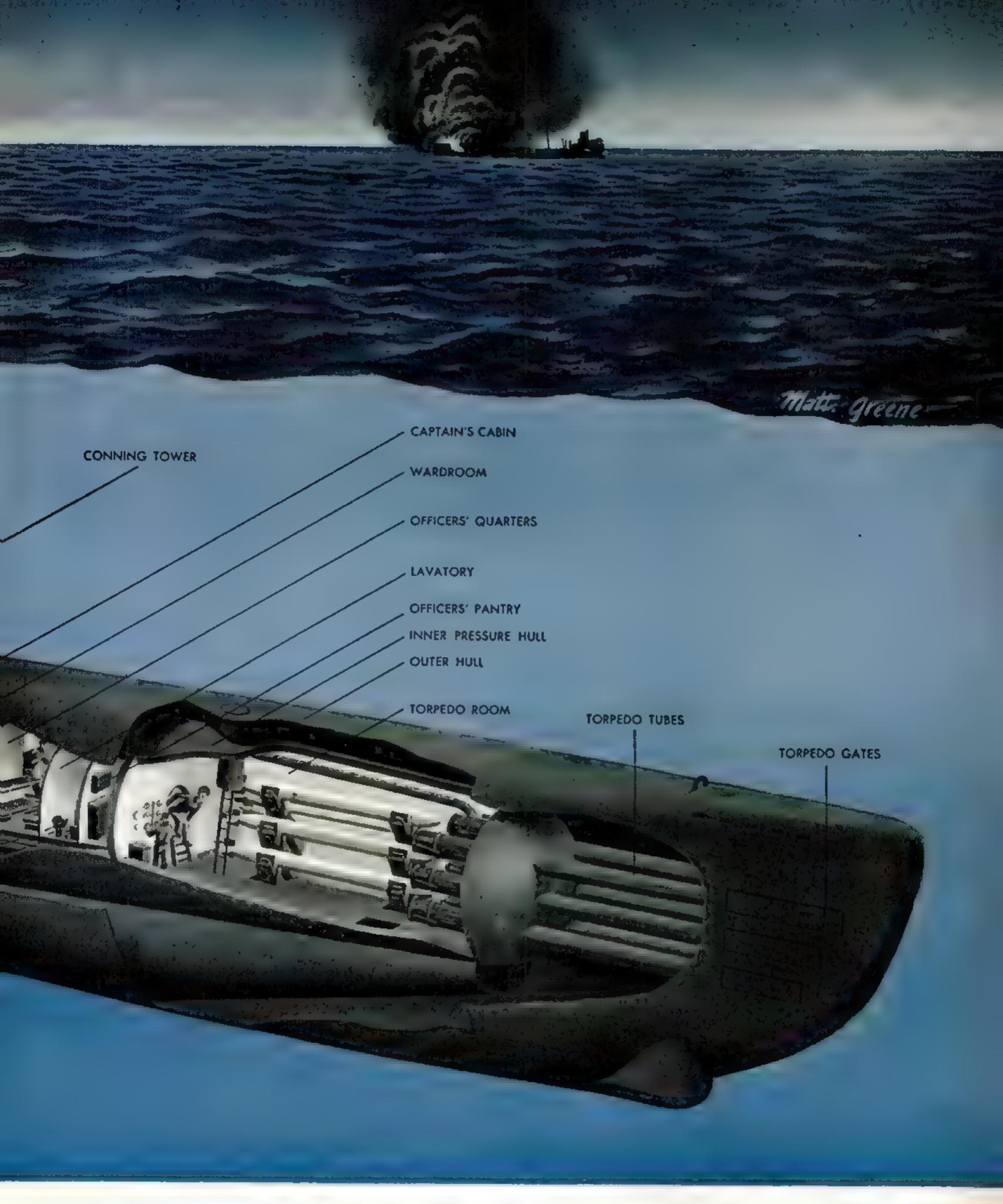


FOUR-JET BOMBER, the Hyushin, has original de ign except for tail-gun position modeled on B-29. It cannot match the performance of U.S. counterparts.



THE "SNORKEL" SUBMARINE IS ONLY GOOD SEA WEAPON

The submarine in this cutaway drawing, shown turning after torpedoing an unarmed enemy cargo ship, is the stubby, deep-bellied German-designed "snorkel" (type XXI), the only effective naval weapon possessed by the Soviet Union. By Allied agreement the Russians got four samples of the snorkel and ever since they have been building copies as fast as materials permit. The snorkel, from the German Schnörkel, is a breathing

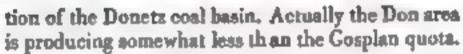


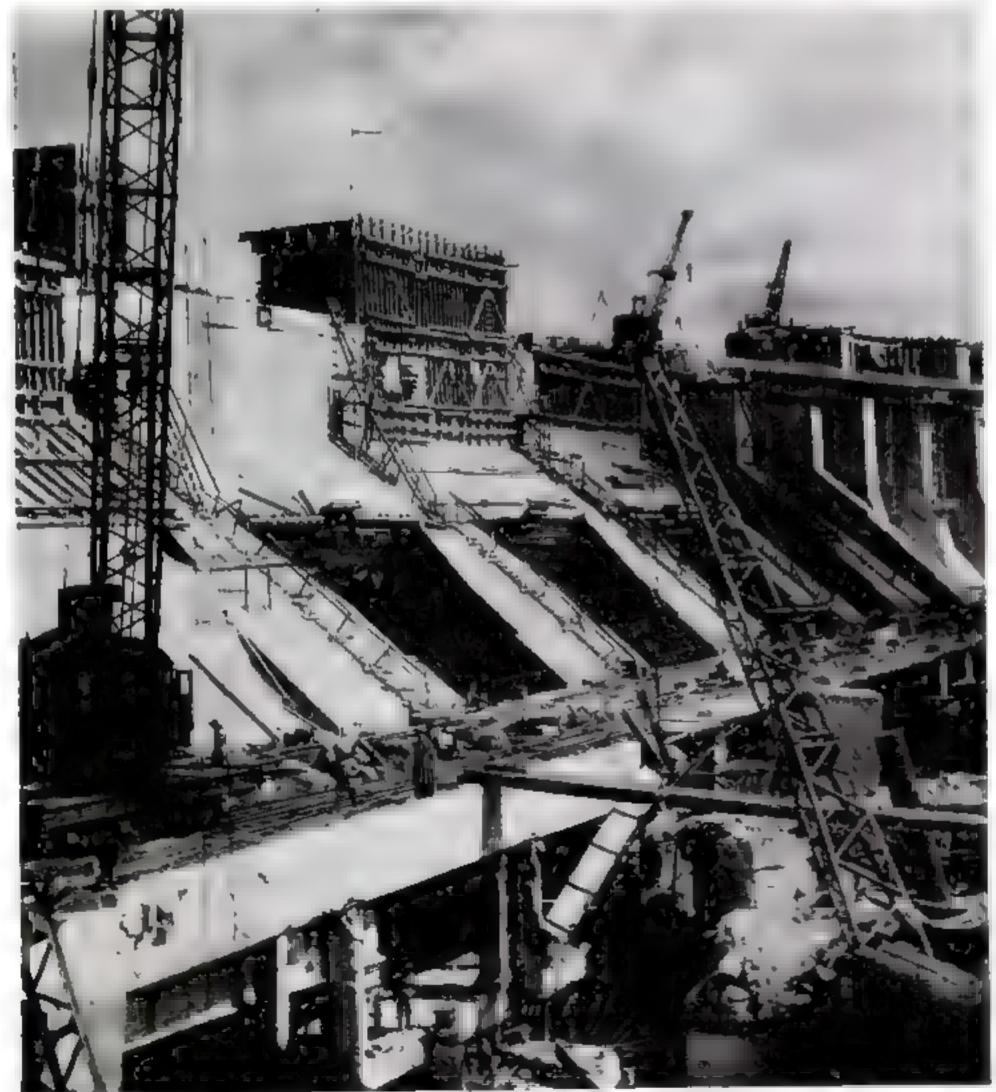
device (above), which projects above the water when the submarine is submerged to periscope depth. It allows the specially streamlined boat to run under water on mesel engines at a speed of 10 knots for as much as 15,-000 miles. Old-model submarines could run submerged only a short distance, using storage batteries. Best estimates indicate that the Russians now have 250 operational submarines, with perhaps 100 of them snorkel

equipped. In any war with the West these clusive raiders would be a serious menace to the supply and maintenance of Allied overseas air bases. However they are purely a defensive weapon. The Soviet Navy literally has no offensive power. Its four old battleships are good only for shore bombardment. Its 10 Kirov-class cruisers are good ships, but since Russia has no aircraft carriers they could hardly be used for light-seas task forces.



WOMEN COAL DIGGERS are exalted in this Soviet propaganda poster boasting of the rehabilita-





ON DNIEPER RIVER, Soviet workers are restormg the great dam and hydroelectric station which

was blown up in 1941 to keep it from Germans. This is the penstock and right bank section of the dam.



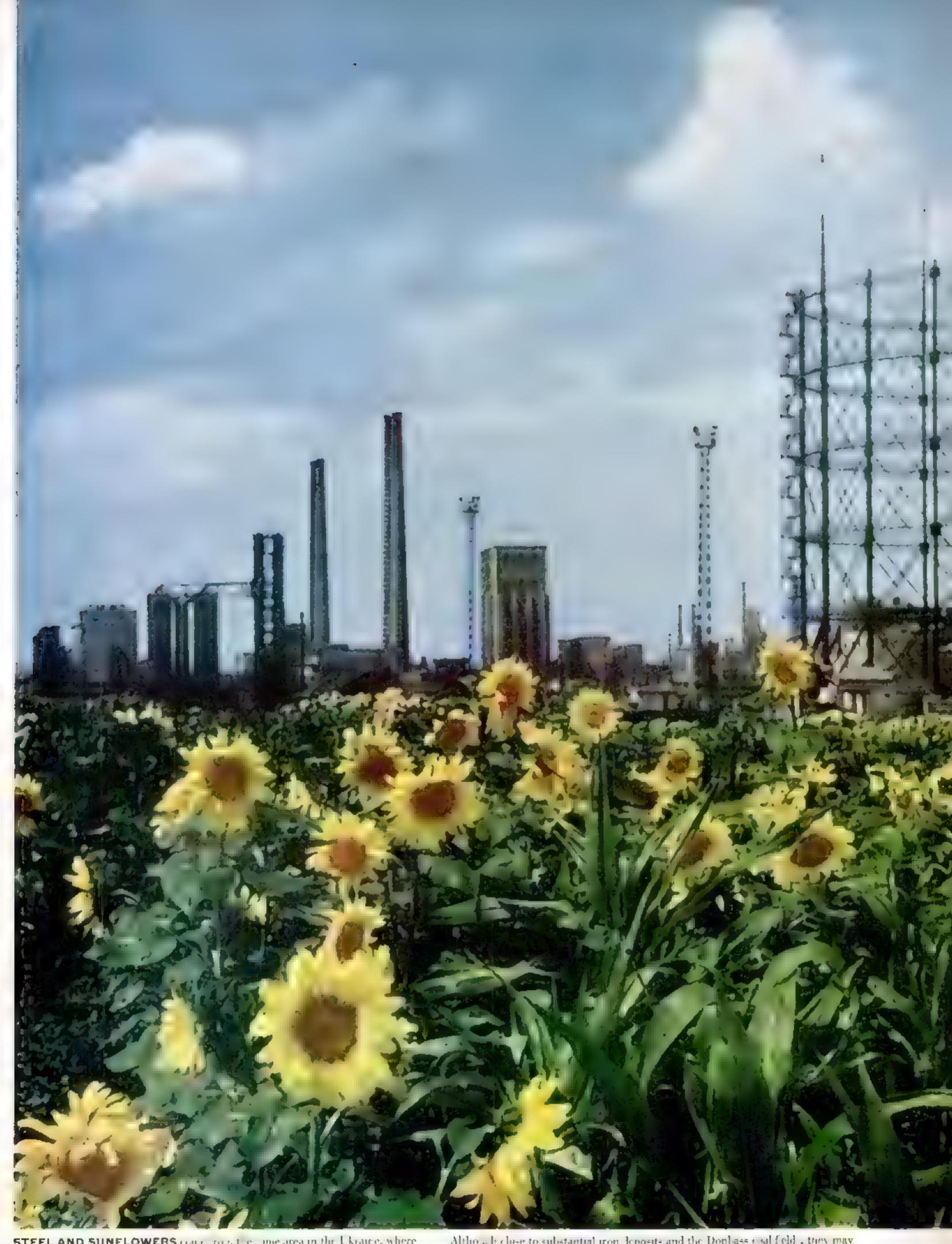
"LIGHT FOR LENINGRAD" is caption of Soviet lithograph, emphasizing role of women workers.

SOVIET PRODUCTION IS ON THE UPGRADE

Whether Russia elects to go to war now or at some future date, economic and industrial self-sufficiency is a prime necessity. With this as a goal the Russians have staged a truly amazing recovery from the ravages of World War II. In the west, where hundreds of thousands of square miles were laid waste, they have rebuilt the Dnieper Dam (left), restored the Donetz coel basin (upper left) and repaired the damaged city of Leningrad. In 1947 agricultural production was 75% of prewar, with good crops ringing the rehabilitated industrial plants (opposite).

This recovery, however, has been costly. Still burdened by a lack of engineering know-how, the Russians expend millions of man hours (voluntary and slave) on projects accomplished easily and quickly in the U.S. If the Gosplan goal is achieved, Russia will produce 250 million tons of coal in 1950. The U.S. surpassed this output 45 years ago. The Soviets hope to turn out more than 20 million tons of steel this year. Last year the U.S. produced 84.7 million.

It must be remembered that a great deal of Russian energy is going into expansion of the industrial plant, rather than into finished products, and that precise comparisons are therefore inconclusive. Industrially the Russians are preparing—if necessary—to move out of Europe (map, pp. 46, 47). By 1950 they hope to get 50% of their coal, 51% of their steel, 36% of their oil and even such finished products as ball bearings, from Asiatic Siberia. Until then—and perhaps beyond—the Soviet standard of living will remain below the 1940 level, which on an average provided every Soviet citizen with one pair of shoes, 2½ pairs of stockings every year.



STEEL AND SUNFLOWERS come to bit embedded in the Ukraine, where great steels are located in the near. I the rich are dailed of the Drieper bend,

Although close to substantial iron deposits and the Donbass coal field, they may eventually be shifted to Siberia to plit their beyond easy reach of any land invadit.

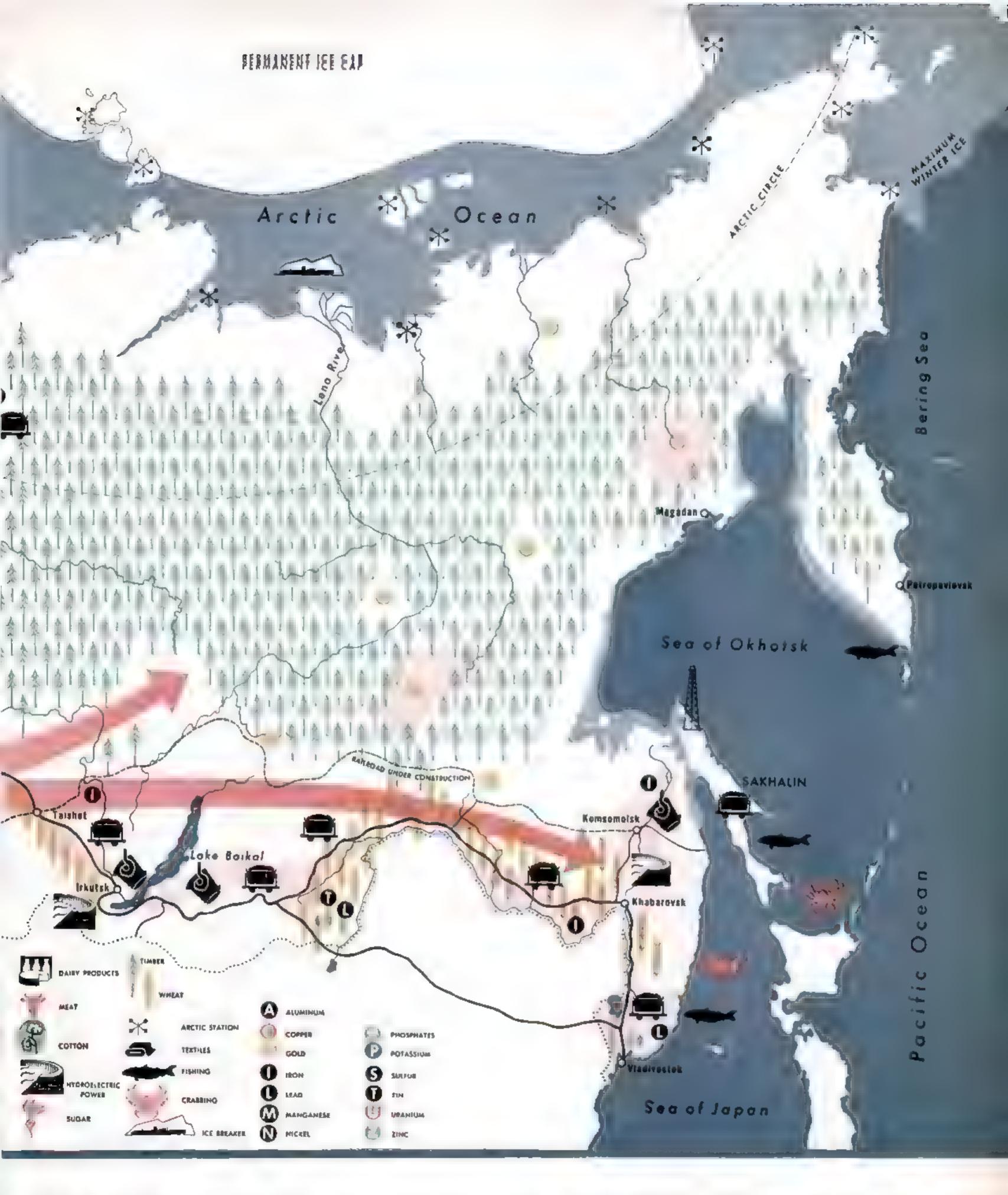


THE SOVIET MASTER PLAN FOR SHIFTING, EXPANDING INDUSTRY

In the 1930s, with the inception of the Second Five Year Plan, the rulers of Soviet Russia began moving the Russian industrial plant behind the Urals. This vast project has never been abandoned and was greatly accelerated during the war. Since 1946, with the manguration of the Fourth Five-Year Plan, this expansion has been pressed with the utmost vigor. The map on these pages, drawn from semioficial reports

intended only for Russian consumption, gives some indication of its present size and ultimate potential and diagrams the tremendous shifts being made for geographic and military reasons.

The eastward trend in the construction of heavy industry is indicated by the red arrows, based in old centers and pointing to new ones. The great smelters of Magnitogorsk and Sverdlovsk, in the oil-rich "Second Baku" area, are



long top trated in the Kuzhuss" beyond take Baikal, where coal is plentiful and from ore has been discovered in quantity. New industrial complexes also are building up around Alma Ata, where the Russians are mining transfer bearing ore, and in the far east at Komsomolsk, Magadan and Khabarovsk.

In harvest Siberia's gigantic forests the Russians have developed a warm-weather ship Line through Arctic waters to Archangel—and aufields near the outlets of the north-flowing rivers. Wheat production has been expanded north and east from the Caspian. Only the cotton crop (zmen armics) has expanded west, accompanied by the light industry (outlined armi) necessary to process it.

The significance of the Siberian development, as well as the Soviet Union's current em-

physis on arms and armies, has been observed by the mystery of Russia's ultimate intentions. There is no mystery about the Soviet industrial potential. For a peaceful nation this great internal expansion could make Siteria a rich treasure house of progress. For a nation bent on war, it could produce an industrial fortress capable of sapplying vast military forces and subject only to autout, long-range attack.

Special Recipe for families who "don't like hash"

Stuffed Peppers-Hunt Style

2 green peppers
1 (1 lb) can of hash . . . or
2 cups homemade hash mixture
3 thep, fine dry bread crumbs
1 top, horseradish
2 cans Hunt's Tomato Sauce

Cut peppers in half, lengthwise, remove suchs, and cook in holling subset water 5 munites. Remove from water Drain. Max hash, bread crumbs, and horseradesh. Fill into pepper shells. Poor Hunts Toman sauch into greased shollow Laking dish. Place peppers in desh. Bake in hot oven (400° f. 30 minutes or until browned. Five minutes before removing from oven, baste peppers with sauce. Makes 4 servings.

IF YOUR FAMILY turns "thumbs down" to hash—here's your big opportunity!...

Just serve 'em Stuffed Peppers, Hunt Style, and watch the hash disappear like magic.

That's a good thing about Hunt's Tomato Sauce. It transforms so many low-cost, everyday dishes into family favorites. It adds delicious flavor that folks *love*.

For Hunt's is rich and thick and flavory. All tomato—kettle-simmered with fine spices and seasonings. All ready to use...

Yet it costs you only a few cents a can!

So keep Hunt's Tomato Sauce on hand always. Cook it into your stews, spaghetti, meat loaf, rice, fish, soups, eggs. Add it to gravies, sauces, and leftovers.

Better get six cans right away! For just a few cents a can.



The wonderful cooking sauce from California





TWO COUNTRY SCHOOLBOYS, KEMP SAVAGE (LEFT) AND HIS COUSIN BRUCE, STIFFEN UP AND HOLD THEIR BREATH ON THE FIRST ELEVATOR RIDE THEY EVER HAD

COUNTRY BOYS IN THE CITY

Children share fun and frights of a first visit to Utah's capital

The two apprehensive boys above are not only experiencing their first elevator ride but are visitmg a city for the first time in their lives. They look almost as if they would rather have staved home. The boys are part of a group of country children invited to go on a sightseeing tour of Salt Lake City by the city's newspapers, the Tribune and Telegram. This group came from the small town of Antimony, Utah (pop. 215), a community which has but a handful of telephones and whose children attend a school which installed its first electric light less than a year ago. Of the school's 50 pupils, 33 had never ridden in a train. 22 had seen an elephant only in pictures and half could hardly wait to catch their first sight of a fireman in uniform. But in three busy days they delightedly

took in almost everything the city had to offer, from airports to zoos. They stuffed themselves with ree-cream sodas, almost nonexistent in Antimony, and when they got back to their hotel at night called each other up on the telephone (right) to hash over what they had seen. They inspected firemen and policemen all over town and even saw the state governor himself. But they were much more impressed by discovering that none of the city schools was equipped with a hand-rung school bell like the one back home, which the whole town could hear. From this some of the boys promptly assumed that city students come to school whenever they please. But to others, this only proved that Antimony, for all of its shortcomings, had some useful contrivances that even city folk lack.



TRYING TELEPHONE, Bruce Savage calls his girl. She talked so loud that he thought phone was broken.

FREE GOND WITH EVERY 50¢

PRO-PHY-LAC-TIC TOOTH BRUSH



Pro phy-lac-tic is the name that means finest quality in tooth brushes ... and in combs! Stock up now for the whole family, at a big saving! I ake your choice of round-end Prolon or round-end natural bristles, in either the tufted or professional style tooth brush. The Pro-phy-lac-tic Dressing Comb is extrasturdy, seven inches long, scientifically designed with both fine and coarse teeth for perfect combing. Choice of several colors. Pro-phy-lac-tic Brush Co., Florence, Mass.



City Visit CONTINUED



FIRST SODA ever tasted by 7-veur-old Jerry Savage seems so rich to lum that he holds his throat to case drink down slowly before taking another sip.



FIRST ESCALATOR RIDE is tried out by Jerry as he clutches a woman's hand. Only six schoolchildren became sick during entire three-day excitement.



If they don't have this label they aren't real Koroseal

RAINCOATS with seams sealed by heat on electronic machines, washable upholstery, life-time flooring, belts, baby pants, and many other things—all of Koroseal flexible material are in many stores now, and more articles are being added to the list almost every week. Every one is labelled with the name in the familiar script shown above; if any article does not have the label it is not genuine Koroseal.

Koroseal flexible material is made only by B. F. Goodrich, Leading manufacturers in each field are licensed to use it. They must use only the right type of Koroseal for each particular product. That is, it must be the Koroseal which is:

- 1. Permanently waterproof in raincoats, garden hose, shower curtains, outdoor upholstery, ice bags, window sealing strips, playponds.
- 2. Strongly scuff-resistant, able to stand extraordinary wear, in flooring, handbags, wallets.
- 3. Easily washable, in upholstery, baby pants, clothesline.
- 4. Tasteless, barmless, in food bags, beverage hose, bowl covers, baby pants, wrist-watch straps.
- 5. Highly resistant to grease and soaps, in dish drainers, table-cloth covers, shower caps, aprons, work clothing.

When you see a Koroseal label on any article you know it was made by a reputable manufacturer, from Koros seal flexible material developed to Look for the label. The B. F. Goodrich Company, Akron, Ohio.

FLEXIBLE MATERIALS

B.F. Goodrich



"SISTIE" DALL BOETTIGER, WHO SPENT PUBLIC CHILDHOOD WITH GRANDFATHER ROOSEVELT, CUTS WEDDING CAKE WITH HUSBAND VAN H SEAGRAVES

GRANDMOTHER ROOSEVELT AND MOTHER BOETTIGER HELP SISTIE DRESS

"SISTIE'S" WEDDING

F.D.R.'s granddaughter marries a Republican



"BUZZIE" IS NOW 18

The smiling, wedding-cake picture (opposite) of Anna Eleanor ("Sistie") Boettiger, eldest grandchild of Franklin Roosevelt, stands as a sharp reminder of the swift passage of time. To U.S. newspaper readers Sistie is best remembered as a chubby youngstersoberly seated with her younger brother Curtis ("Buzzie") in the front rank of Roosevelt family pictures in the 1930s. But on July 7 in Phoenix, Ariz., as if overnight, she was 21 years old and a bride, married to Van H. Seagraves, a 25-year-old Oregon Republican, whom she had met in college. Only Sistie's

family and a few friends attended the wedding. Grandmother Eleanor Roosevelt and mother Anna Boettiger fussed over the bridal gown. Publisher John Boettiger, whose name Sistie took after her mother's divorce from Broker Curtis Dall, gave his stepdaughter away. And Buzzie, home between prep school and college; thoughtfully tagged the newlyweds' car with a "Just Married" sign as any dutiful brother should.



SISTIE AND BUZZIE PLAY IN SNOW ON THE WHITE HOUSE LAWN IN 1939

HOW HOT should your Hot Water be?



Looks beautiful, works beautifully—that's the way you feel about this new litchen, and the new Rheem Automatic Water Healer

105°, 120°, 160°...you need them all. Just turn the disi for the right degree.

R.E. Rhoom Housing Consultant

The new, automatic water heaters available today offer such flexible temperature control, you can dial in the degree as easily as tuning your radio.

The advantage is that your water is properly heated for each use, without waste or discomfort. If you have a washing machine, for example, you will find that it works best with 160° water, while your

bath need be heated to only 105°. But house-hold duties such as dishwashing call for 120°.

If you have an automatic Rheem,

One Simple Diol you just set the thermostat dial at a happy medium, say 140°. That temperature will provide water hot enough for most of your daily needs. And when you get ready to do a big wash, simply turn it up to 160° until you're through. And the dial control is also handy when you occasionally need hotter water for scrubbing or other special cleaning purposes up to 180°.

The Rheem then turns itself on and off as necessary, conserving fuel

Fore-an affiliated companies in Brisbane, Melbaame Sydney, Ria de Janeiro, Singapare, and Hamilton, Canada yet evenly maintaining a constant reservoir of hot water at whatever temperature you wish.

Don't make this mistake, however.

With an old water heater, or one that is undersized, some people heat the water hotter than they really need, then mix it with cold water to stretch their supply. This overheat-



The Hotter The Whiter

ing of an undersized tank shortens its life and increases your fuel bill.

If you get the right size Rheem you won't ever have to overheat the water in order to have enough.

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11.00	HOME COMFORT	APPLIANCES	Section of the section of
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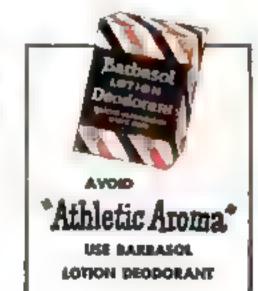


You practically get a "Facial" with every Barbasol Shave!

The reason your face looks and feels so much better with Barbasol shaves is—you can shave so much closer with comfort. Unlike soapy lathers, Barbasol's exclusive ingredients wilt

wiry beards without removing natural skin-oils. So Barbasol leaves your skin smooth and flexible; not tight, dry, or sensitive. That's why it's the topselling shave cream. Try it!







WHEN NOT ON DUTY COP ELLIOT LAMBERT LIVES WITH GRANDMOTHER

HAPPY COP

Listerine heir realizes a lifelong ambition

To socialite bachelor Eihot Lambert, 22, of St. Louis, Mo., a policeman's lot is a humble but happy one. Like many boys Elliot, who is an heir to the Lambert Pharmacal Co. fortune (Listerine), has wanted to be a cop ever since he was a youngster and his grandfather became president of the Board of Police Commissioners. After two years of war he found college dull, quit last winter to join the St. Louis police force as a rookie. Now a "probationary patrolman" (pay: \$210 a month), Elhot's happiest moment came when he helped catch his first burglar.



Your camera becomes a "color camera" when you load it with a Kodak color film

Adventure ahead—your first full-color pictures! Nothing new to buy except a roll of Kodak color film—this page tells you which film for your type of camera... Your Kodak dealer will answer other questions, give you helpful leaflets... Though Kodak is making more color film than ever before, the supply has not yet caught up with the growing demand... Eastman Kodak Co., Rochester 4, N. Y.

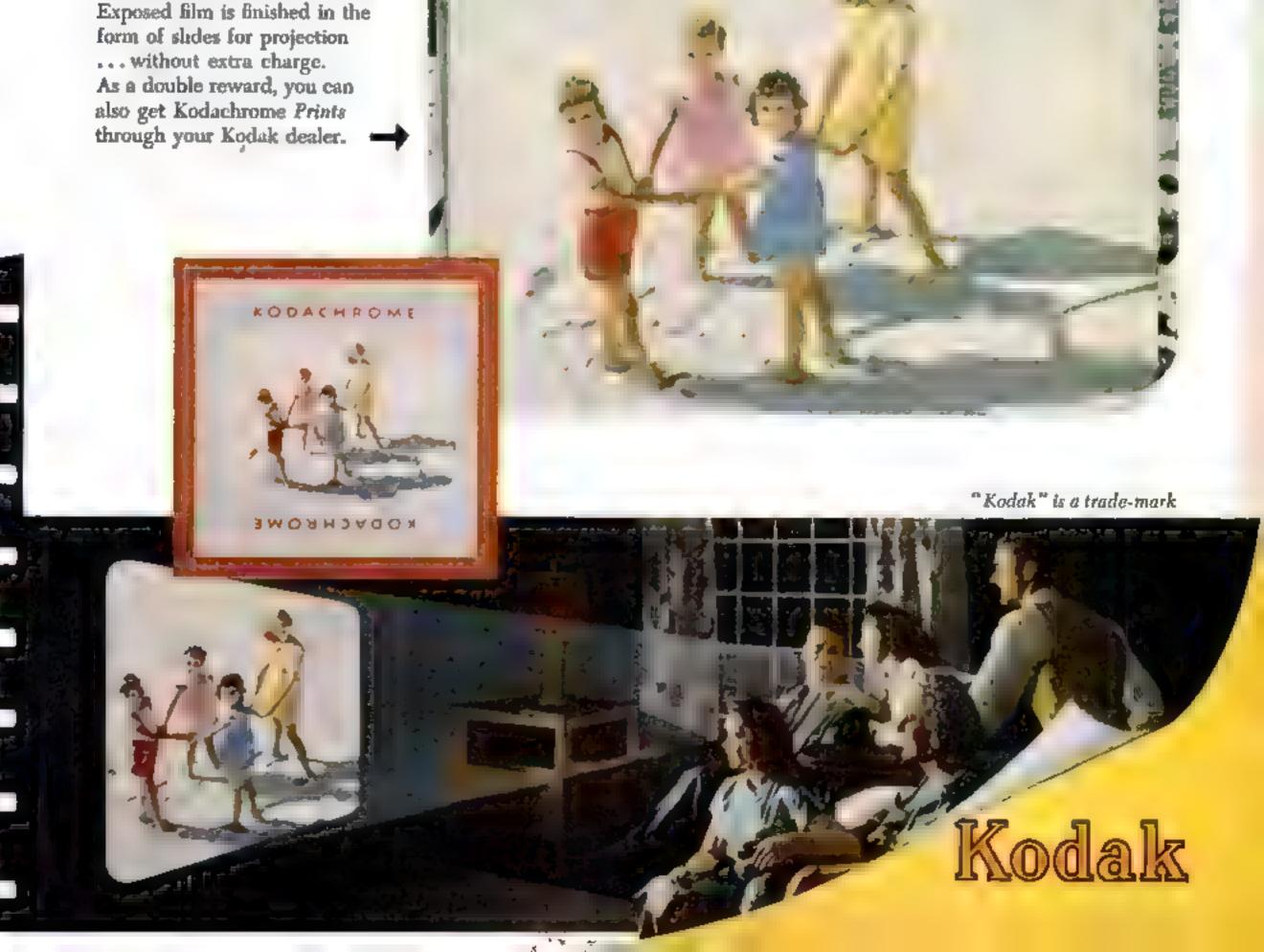
It's Kodak for Color

MOST ROLL FILM CAMERAS—including the Brownie—use Kodacolor Film. Just turn your exposed film over to your Kodak dealer, You'll receive your color negatives, and as many full-color prints as you order.

MOST MINIATURE CAMERAS use Kodachrome Film for color.



HOME MOVIE CAMERAS use Kodachrome Film ... have been using it since 1935 ... and from the moment movie makers saw their first full-color movies, there was no question in their minds about the future of color photography, Gorgeous color ... sparking new interest ... this was it!





We aim to take care of our own ...

pine, doe, or corporation. At Chrysler, we do all we can to see that your car gets care that will keep it as safe as we build it. Your Chrysler dealer specializes in service that assures you full benefits of Chrysler's pioneer safety developments. The Safety-Level Ride, the Safe-Guard Hydraulic Brakes, and the other advances

Chrysler was the first to bring you. Throughout the country, you can turn to Chrysler dealers with complete confidence for expert service and MoPar parts, factory-engineered and tested for Chrysler cars. When you buy a beautiful Chrysler, you can count on service that will be one of the great satisfactions of owning this very advanced and very exciting car.







Corporation cars.

the Blantiful Muysler

FOR BETTER SERVICE AND FACTORY-ENGINEERED MOPAR PARTS

🕸 2044, OHINNELDE CONF.

So of guests

comment on one
particular mayonnaise





Sportions of confictince and in each place haif for himself to be and a dire of period orange. With a thin circle arrange 3 more small scaves of letture with a peach half fined with red raspherives in each Pouce. Bong cherries and as ocasio sinces between the portrol of fruit. Serve with Kraft Mayonnune.

KRAFT

Kinen fred

CHAPT FOODS COMMEN

Mayonnaise

PURE LEMON JUICE gives this famous

mayonnaise refreshing piquancy. With it,

Kraft uses fragrant vinegar and spices smoothly blended with fine salad oil and eggs. Try Kraft Kitchen-Fresh Mayonnaise...soon.



BEWILDERED AMERICANS, DRUNK RUSSIANS AND A DEAD NAZI REMAIN IN A WRECKED BERLIN NIGHTCLUB AS "A FOREIGN AFFAIR" LURCHES TOWARD ITS CLIMAX

MOVIE OF THE WEEK:

A Foreign Affair

Marlene Dietrich steals the show in an uproarious Hollywood version of low life in postwar Berlin



WORLDLY AND GLAMOROUS Singer Erika von Schlittow (Marlene Dietrich) scorns her homespun rival.

The picture above sums up postwar Berlin as seen in Paramount's A Foreign Affair-a city inhabited chiefly by boobs, clowns, drunks and crimmals of all nations. The han isome captain looking around after a shooting spree is in the American denazification section and spends most of his time in black-market deals. A squabble for his affections has been under way between a congresswoman from Iowa and a German nightelub singer. The congresswoman (Jean Arthur) is on a committee investigating GI morale in Berlin. She learns to improve her hair do, goes in the black market herself and gets dead drunk in the Lorelei, a shady nightelub. As a singer in the nightelub Marlene Dietrich enjoys a triumphant return to the same sexy role that made her tamous 18 years ago in the German film The Blue Angel-the heartless siren who lures men to degradation and goes. on singing. A good rousing comedy, A Foreign Affair is being released at a time when the Ber-In cross is in headlines all over the U.S. With bland cockiness it portrays an uproarious Berlin where absolutely nothing is to be taken seriously.



CONGRESSWOMAN Phoebe Frost (Jean Arthur) is shocked. She will be transformed by love and alcohol.

You'll Enjoy Friendly KING For Friendly Flavor!



- 1. King is produced by the distillers of famous Old Forester!
- 2. New, improved formula for extra smoothness, friendly flavor!
- *3. King Black Label contains 40% Straight Whiskies, 6 years or more old — blended with the finest grain neutral spirits!
 - Fine Kentucky blending, backed by one family, one tradition for quality for 78 years.

King

America's Premium Blend

Brown-Forman

DISTILLERS CORPORATION

At Louisville in Kontucky

Available in most markets in both Red and Black Label

*KING BLACK LABEL. Blended Whisky. The straight whiskies in this product are 6 years or more old. 40% straight whiskies; 60% grain neutral spirits. 86 Proof.

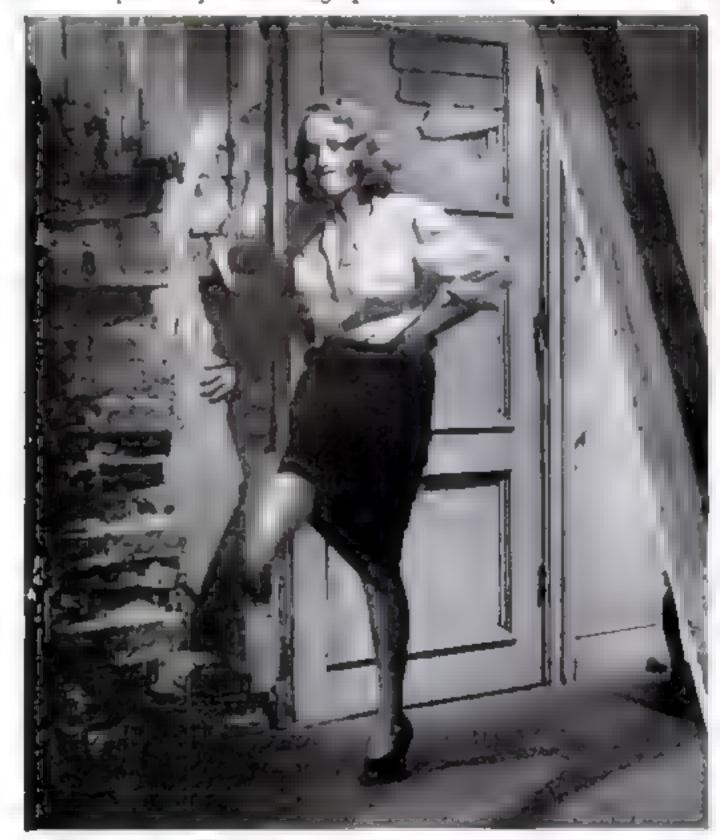
KING RED LABEL. B ended Whisky. The straight whiskies in this product are 57 months or more old 30% straight whiskies; 70% grain neutral spirits, 86 Proof.

OLD FORESTER. 100 Proof Bottled in Bond. Kentucky Straight Bourbon Whisky.

"A Foreign Affair" CONTINUED



MARLENE'S PROGRESS in the movie begins when she chats with Hitler in Berlin opera lobby. Americans get proof of this from "captured newsreel."

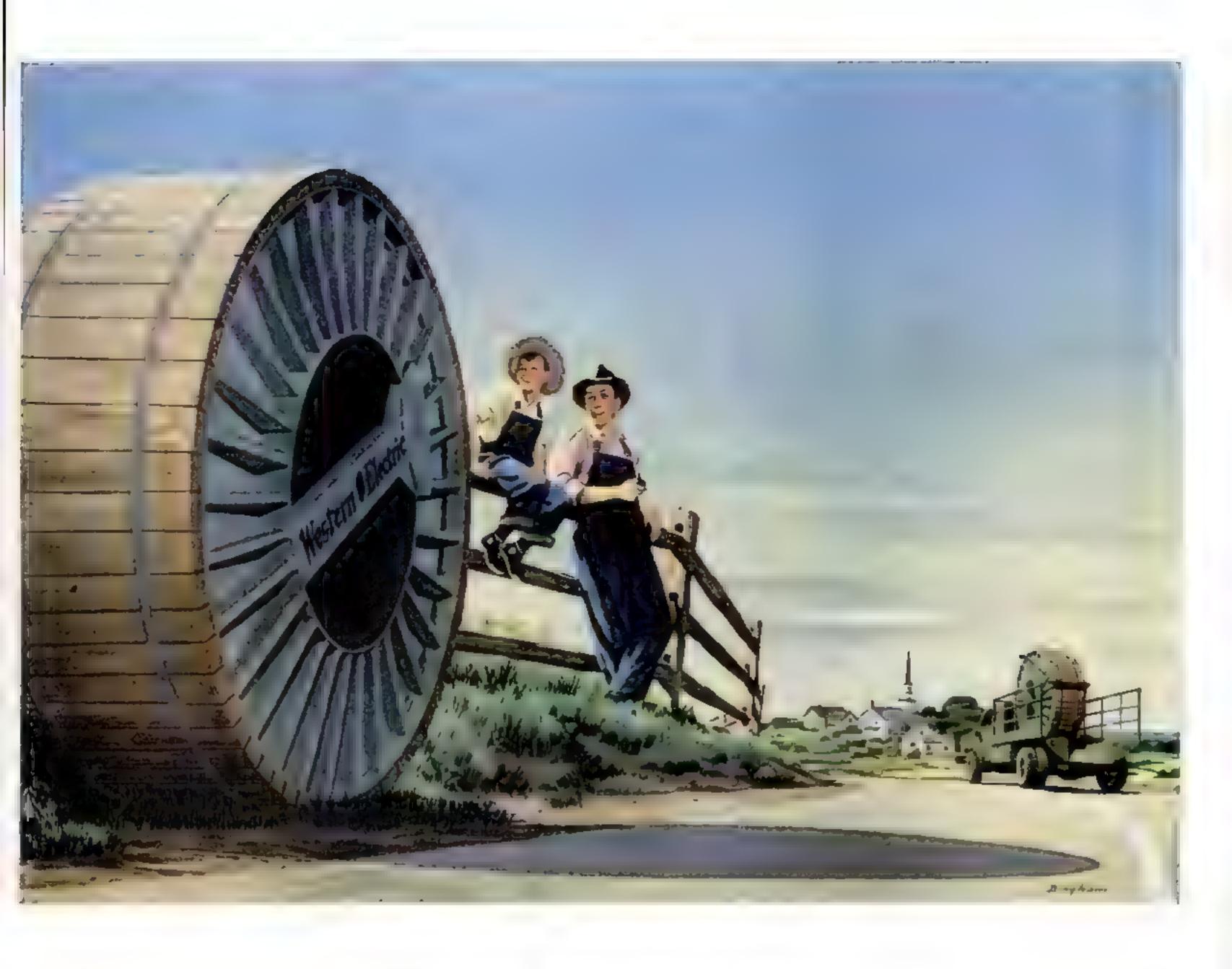


SHE DANCES WITH RAGE around her bomb-shattered apartment when her boyfriend begins to turn toward the corn-fed charms of the Iowa woman.



SHE MAKES A LAST EFFORT to stave off arrest by trying to vamp a wise old colonel. But he declines and tells her he has just become a grandfather.

MILITERIUM DIE ORDE 63



It means just ONE thing . . .

It's a familiar sight. And every time you see a big reel marked Western Electric it means just one thing—more telephone cable to provide more and better telephone service.

To help handle your ever-growing use of the telephone, Western Electric this year is making cables containing over 13 million miles of wire!

Millions of telephones—great numbers of switchboards—and countless other items are being made, too.

For 66 years, Western Electric has been the manufacturing unit of the Bell Telephone System—helping to make your service the world's best at the lowest possible cost.





PURCHASER ...
of supplies of all kinds for
telephone companies.

of telephone apparatus and supplies.











SYSTEM SINCE 1882

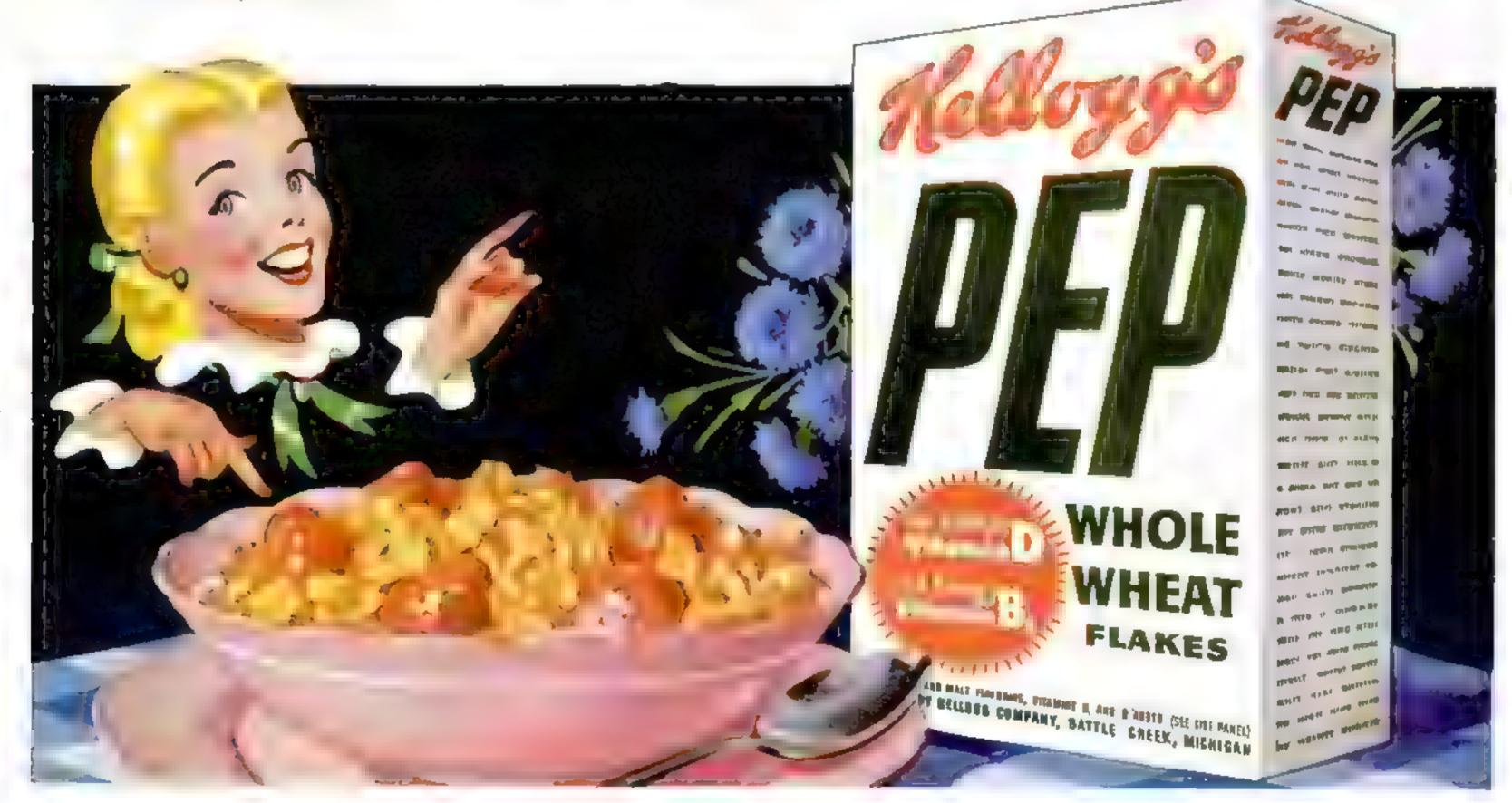
INCLUDES KELLOGG'S CORN FLAKES, RICE KRISPIES, PEP, SHREDDED WHEAT, BRAN FLAKES, KRUMBLES, CORN-SOYA



Mother Knows

MOM'S A COOL WIZARD these hot mornings! Invites the family to pick refreshing, nutritious breakfasts from Kellogg's Variety. 10 generous packages, 7 different cereals. Corn, wheat, rice, soya . . . flakes, shreds, pops. Ready quickl—yet nutritious! Surely mothers know best, for Kellogg's Variety is the best-loved assortment of all! It includes . . .

KELLOGG'S PEP — famous "Sunshine Cereal" — so fresh, crisp and tasty. In a single bowlful is the day's need of sunshine vitamin D — and more vitamin B₁ than the good wheat it's made from! It's PEP month at your grocer's — he's displaying the thrifty big packages, too—Eat a Better Breakfast—start with PEP!



MARIENE'S LEES SPAN THE ERA IF TALKING PLAS



IN "THE BLUE ANGEL", 1950) - he was all made I cases calaret singer who led a professor (hmil Jannings) astray.



SHE SHOWED HER LEGS in the same picture singing Falling In Love Again.



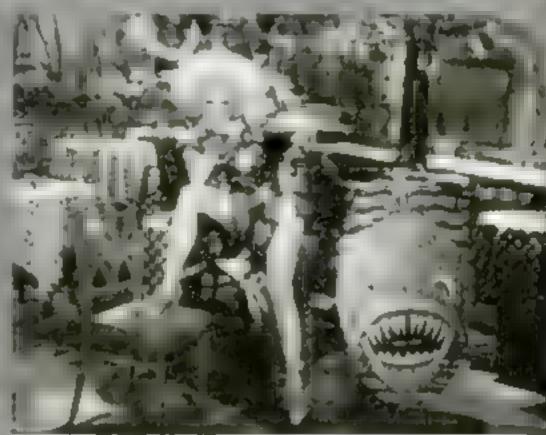
IN A PROVOCATIVE POSE she start but the stage of a low German dive to deliver another of her sexy manhers.



IN "MOROCCO" (929) Ler first American (15) she thed and farcular or might see by other Cary Cooper).



SHE LURKED involver on sly inversion of Chanese train in Shaughai Express (1932),



SHE RETURNED to the sord lafe of all meter tertain r in Blonde Fenus (1952). She work along the register by the lange



IN "THE SCARLET EMPRESS" (1934) she played a wicked Catherine II of Russia.



SHE TOOK A CENSORED BATH in Knight Without Armor (1937) during some melodramatic wanderings across battle lines in revolution in Russia.



SHE DANCED and areased in The Deal Is of the over (1975).



SHE WAS DOUSED with water by the hero in a lively scene from Destry Rides Again (1939), a roughhouse western comedy.



LEGS REAPPEAR out of window in The Flame of New Orleans (1941).



IN BIZARRE GETUP she danced for the pleasure of Oriental autocrat Ronald Comman and friends in Kismet (1914).

film of Pisangeston Keeps your motor cleaner... smoother-running Protects against bearing corrosion AEEDOL MOTOR OIL Thing Wangshifts Whosi Fauntenns Mistor

GRANDMOTHER DIETRICH

Marlene Dietrich goes to see A Foreign Affair (pp. 59, 60) frequently. Her favorite scene comes at the very end when, with her big-shot Nazi lover lying dead on the floor, she herself is about to be led away by two stalwart American M.P.s. At this point Miss Dietrich makes one last bid for freedom. Turning to the crusty old colonel who did her in, she breathes, "Colonel, if I could come to your office tomorrow sometime... when you're not too busy...." The colonel looks her up and down with an iron eye and answers, "Fraulein von Schlütow, I became a grandfather today. Let's not be silly."

Invariably when the colonel delivers himself of this last line Miss Dietrich explodes in laughter. The reason for it, of course, is that Miss Dietrich herself became a grandmother recently, and this little contretemps with a screen grandfather just tickles her to pieces.

That Marlene should be thus struck with mirth is indicative of the casualness she shows toward an event which might well make any glamorous acreen star pale. While little John Michael Riva, the proudly awaited offspring of her daughter Maria and husband William, lies cooing in his crib, the screen image of his grandma is singing throatily throughout the land, exhibiting her famous legs with an abandon which caused the Johnston office to order at least one retake of a night-club scene in A Foreign Affair. "You know," said Grandma reflectively one day as she walked down Times Square past the huge, nude statue of a woman atop a new clothing store (Life, June 14), "sometimes I wonder about this American morality. That statue hasn't even got panties on, but if I so much as show the tops of my stockings, they slap me down."

It could be, of course, that the Johnston office as well as other arbiters of American opinion will look even more askance at the Dietrich legs now that they are known to be a grandma's underpinnings. Possibly, too, her admirers will think that she has changed. Nothing could be further from fact. "There is certainly nothing unusual about becoming a grandmother," says Marlene. "When you have a daughter, you expect her to grow up, get married and have children of her own some day, don't you? At Madison Square Garden recently Ed Sullivan introduced me as a grandmother—I wasn't one yet, though. But I got more whistles from the audience than I have ever had."

This forthright attitude has been characteristic of Grandma Dietrich ever since she arrived in the U.S. 18 years ago with her baby daughter. She had been told to say absolutely nothing of her motherhood. "But," says Marlene now, "the first thing reporters asked me was whether the rumors about my being a mother were true. What could I do? I said yes, I had a baby. The studio people were simply furious. But what happened? All of a sudden it became fashionable in Hollywood to be a mother, and all the stars who had babies brought them out into the open and those who didn't adopted them. It was very funny."

It wasn't funny to the studio, though, and neither were some other things which this young actress from pre-Hitler Germany used to do, among them being her habit of wearing slacks, which caused a passionate commotion in Hollywood and in the nation's homes for years. Her stature in the film world was always strangely paradoxical: her pictures almost always caused outcress and controversies, and although the studios recognized her drawing power sufficiently to pay her, at one time, more than any other woman in the world, no one could say whether she was truly "popular" or not.

It was not until World War II, in fact, that Marlene won a place of real fondness in the hearts of thousands of her countrymen. A citizen of the U.S. by then, she threw herself into the struggle against the land of her birth with an ardor and abandon unmatched by any big or little star of screen or radio. For more than three years she played long-term engagements overseas. Her chief act was, of all things, playing a musical saw, an art she learned back in the days when she played skits in Viennese revues. The memory of her scraping away at this ungainly instrument held between her famous legs is still so green in GI minds that she spends hours every day answering letters beginning, "Dear Marlene—I'm sure you won't remember me, but. . . ." She does

The continuing power of Marlene's seductive charms was never paid a greater compliment than by the old colonel in A Foreign Affair mentioned above. As two goggle-eyed M.P.s. start leading her away he rubs the side of his nose, then turns to two more M.P.s. standing by. "You two!" he barks. "Watch out for those two." "Yes, sir," they reply as they run happily up the stairs. "And you," says the colonel to the lone M.P. left, "Watch out for them!"

Grandma simply loves that scene. "That," she says, "is the longest exit I ever made." —Percy Knauth



What are you angling for?

Some men think anything smaller than a marlin isn't worth going after. Others fish for rainbow trout—and some don't fish at all!

Preferences in whiskey, like preferences in fishing, are largely colored by personal tastes. No whiskey seems "best" to everybody. That's

why, in urging you to try Hunter's delicately different flavor, we don't predict it will necessarily become your favorite.

But by all means try Hunter! For thousands of men who have tried Hunter once, have liked it instantly—and today prefer it to all others.

HUNTER

First over the Bars

HUNTER-WILSON DISTILLING COMPANY, INCORPORATED, LOUISVILLE, KENTUCKY. BLENDED WHISKEY, 92 PROOF. 60% CRAIN NEUTRAL SPIRITS.

The Bears' Invasion of Sicily

ITALIAN BOOK FOR CHILDREN TELLS A CHARMING PARABLE

OST children's books advertised as "wonderful reading for all age groups" are too treacly for grownups and too adult for youngsters. A notable exception is The Bears' Famous Invasion of Sicily, an Italian best-seller from which the numbered scenes shown here were taken. Now published in English in the U.S. (Pantheon, \$2.75), it deals engagingly with an apocryphal tribe of warlike but rather high-principled bears which takes over an ancient capital of Sterly while searching for the kidnaped son of the bear leader. But the bears, who try to live like humans, become corrupted by man's ways and finally return, saider and wiser, to their native mountains

Written and illustrated by an Italian newspaperman named Dino Buzzati, mostly during the German occupation, the book stirred up protests both before and after publication, Buzzati's publishers made him delete one illustration showing Russian-looking bears conquering a Nuremberg-like city because it might be offensive to the Germans. A good many Italians thought the bears in the story were Sicily's U.S. invaders, Later, in America, elderly librarians found the book full of "militaristic tendencies," a reaction which lumifounded Buzzati. He exclaimed, "Why, the whole point of the book is that conquest finally corrupts."



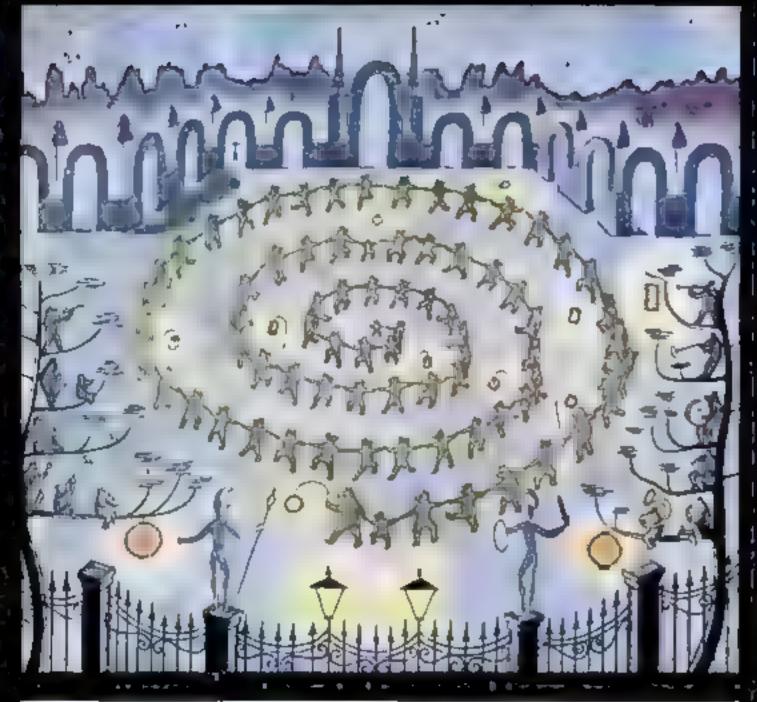
I The great battle begins. During its bloody course the Grand Duke (left, under canopy), human ruler of all Sicily, is deceived into thinking his well-armed men are winning. Courtiers paint his telescope lens with pictures of mangled bears "so wherever he looks he sees only animals cut into pieces." But the bears, led by Bear King Leander, outsmart the duke by hurling huge snowballs on his troops. Then the victorious bears sweep on to take the capital city.



The bears go rapidly to pot. They go to law on the slightest pretext, use bad language, get up late in the morning smoke cigars.... They even take to wearing fur coats. Leander hears of a marble palace in whose wine vault (above) his bears are reported to be carousing, dancing, drinking, singing bawdy songs and chasing lady bears. But just before he finds this ursine hideaway it is magically replaced with a dismal shack by the bear who stole the magic wand.



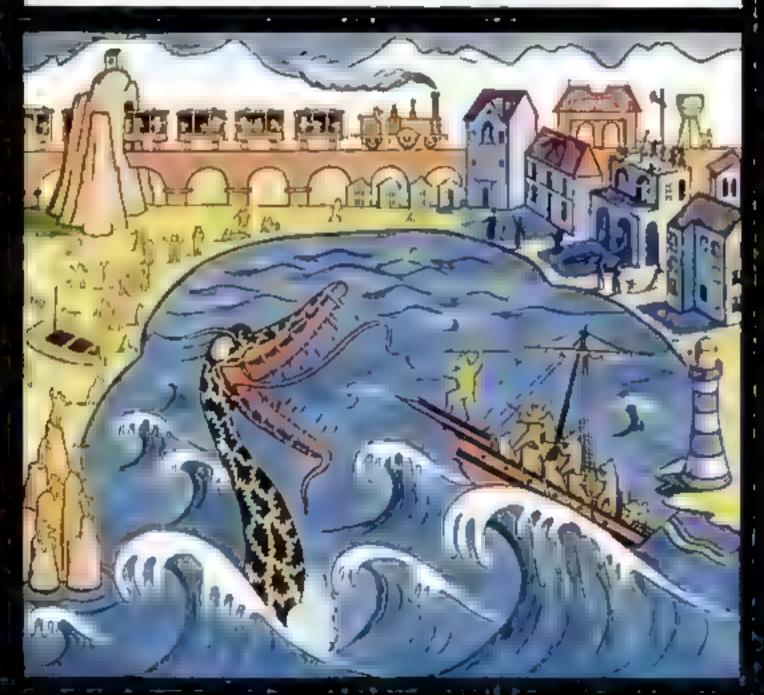
5 Leander's troubles increase when masked bear bandits hold up the Grand Universal Bank and make off with all the cash in the state treasury. Leander's trusted Chamberlain Saltpetre promptly accuses Professor Ambrose of the crime and Leander, a good but not overbright king, throws Ambrose in jail. But while the professor languishes in prison. Leander discovers an enormous gambling den going full blast and realizes that Ambrose is probably innocent.





2 The bears celebrate their victory by dancing to strains of a tree-borne, all-bear orchestra. Even Leander's rescued son (small dancing bear in foreground), who was wounded in the final assault on the city, is able to take part. The bears enslave the humans but their triumph is comparatively short-lived. Soon the invaders, "once modest... patient and easygoing" become "proud, ambitious and full of capricious fancies. Not in vain had they lived ... among men."

3 Trouble starts when somebody steals the court astrologer's new magic wand. Leander accuses his human subjects (above). But the astrologer, an astute old human party named Professor Ambrose, reminds Leander that the culprit could easily be a bear. "Why, bears do not even know the meaning of the word 'theft,' "cries Leander. The astrologer discreetly sneers. "Did you sneer, Professor?" demands the king. "Yes, Sire," replies Ambrose, "I sneered."



To top off the king's misery a hideous sea monster suddenly threatens the city. As the whole town turns out to watch, Leander and his bravest bears, including Chamberlain Saltpetre (with hat, before the mast) who carries a rifle, attack the beast, Leander's harpoon slavs it but Saltpetre's bullet, deliberately aimed at the king, fatally wounds Leander. Thus Saltpetre is unmasked as the wandstealer who had started the great crime wave. He is quickly beheaded.

Before King Leander dies he begs his bears: "Go back to the mountains. Leave this city, where you have found riches but not peace of mind. Take off those ruliculous human clothes." So the bears give up their fancy palaces, burn their banners and uniforms in a public square and give away all their money to the poor. Then in a long, winding torchit procession they plod slowly off, bearing the body of their dead king with his gold crown still snugly in place.



Watch it as it hugs a curve . . . streaks along a straightaway . . . slips so easily through traffic. Then you'll know what Futuramic means. It's the dynamic design of the future . . . styling with a purpose . . . a car whose very lines suggest action. And what action! With Hydra-Matic Drive* and Whirlaway, Oldsmobile gives you instant response—a surge of power without shifting gears or pushing a clutch. This Futuramic Oldsmobile Convertible offers other automatic features, too—hydraulically operated windows, power-operated top, and automatic seat adjuster. In its Futuramic lines and Futuramic features, the accent's on youth . . . and action!





THE "ATLANTIS" heads for Mediterranean. She has carried scientists on 151 cruises since 1931 launching.

ANIMAL LIFE ON THE OCEAN FLOOR

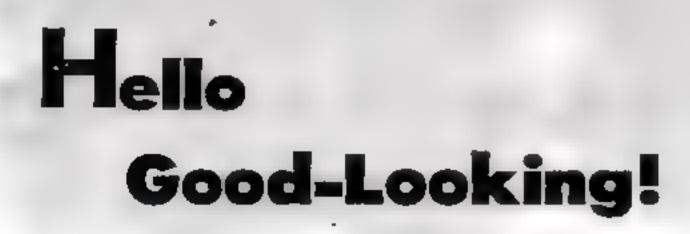
Odd creatures live 3 miles down

For thousands of years man has been probing incessantly the tremendous expanse of his environment. In doing so he has discovered everything from continents to stellar galaxies. Yet in spite of this persistence three quarters of his earth remains almost totally unexplored. This vast and neglected territory is the land lying far beneath the sea. Here there are whole continents with broad plains and jagged mountains. Life is known to be abundant despite the bitter cold and the immense pressures of more than a ton per square inch. Strange species of sea spiders, crabs, shrimp and lobsters move about, looking for food which has drifted down from the waters above. Since sunlight can only illuminate the sea to a depth of a few hundred feet, this land lies in eternal darkness.

Recently, however, a little light has been cast into this void. A camera designed by Dr. Maurice Ewing of the Woods Hole Oceanographic Institution at Woods Hole, Mass. has photographed the ocean bottom and its inhabitants at depths never before seen. On this and the following page are shown its first pictures. They were made during a 20,000-mile cruise of the institution's ketch Atlantis (above), which for 14 years has roamed the seas of the world, its scientists measuring currents, observing sea life and mapping the ocean floor Dr. Ewing's camera was enclosed in a watertight contamer and mounted with its flash apparatus on a long pole (p. 72). The pole was then lowered over the side. When it touched bottom the camera and flashbulb were triggered, and a picture was taken. Last month the Atlantis returned to Woods Hole, bringing with it man's first glumpse of the dark land beneath the sea and some of its inhabitants.

A MILE DOWN camera catches sea spider, three britile stars. The sea spider (top) measures 28 inches across.







Blackie:

"Get away from the mirror, Whitey—someone might think we're conceited."

Whitey.

"Well, Blackie—a bit of conceit on our part may be pardonable, considering our popularity."

"BLACK & WHITE"

HINDED SCOTER WHIS

The Scotch with Character

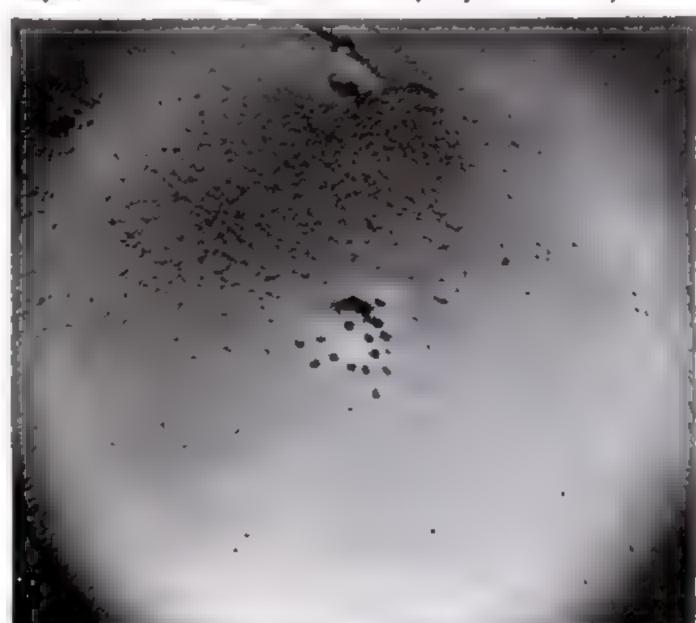
BLENDED SCOTCH WHISKY - 86 8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK . SOLE DISTRIBUTORS

Ocean Floor CONTINUED



GIANT SEA CUCUMBER, over 3 feet long, nestles in the sand off Hudson Canyon, 150 miles southeast of New York City. Depth here is nearly 2 miles.



MYSTERIOUS HOLES are found a mile down in Mediterranean. Though many such holes were photographed, the burrowing creatures were never seen.



GREATEST DEPTH reached by the undersea camera was 3½ miles. This picture, taken in mid-Atlantic, shows odd round objects which may be sponges.

CONTINUES ON SUCCESS

HOW 34,000 OIL COMPANIES SERVE THE NATION ...



THE BIGGEST JOB THIS JOBBER EVER DID

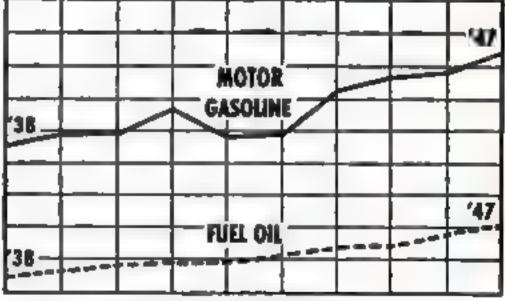
Keeping Your Community Supplied with Oil

• It's a big job to take crude oil from the earth and turn it into the oil products you use. But the oil industry's efforts to supply you can't end there.

Gasoline, fuel oil, kerosene and other products must be delivered to you—when and where you want them. That's why your local oil jobber and distributor play such an important role in the oil industry.

Today, there are over 20,000 independent marketing companies of all sizes working night and day to see that the oil produced now—the most oil ever produced—gets through to you wherever you live. Fuels and lubricants for your cars and trucks... fuel oil to heat your homes and schools... gasoline and oil for your farm machinery—all are being delivered in record-breaking quantities.

More petroleum products will be delivered this year. Be sure to use them efficiently. Oil is energy for America. Oil means more comfort, better living, greater convenience for you.

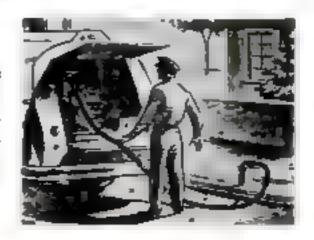


FUEL OIL AND GASOLINE DELIVERIES GO UP as oil production hat record high last year of over 77 billion gallons. Local "oil merchants" from the one truck owner to the twenty truck fleet operator help fill your growing needs.

Your local service station is one of more than 225,000 in the U.S. This year, they'll supply gasoline and lubricants to over 37 million vehicles.



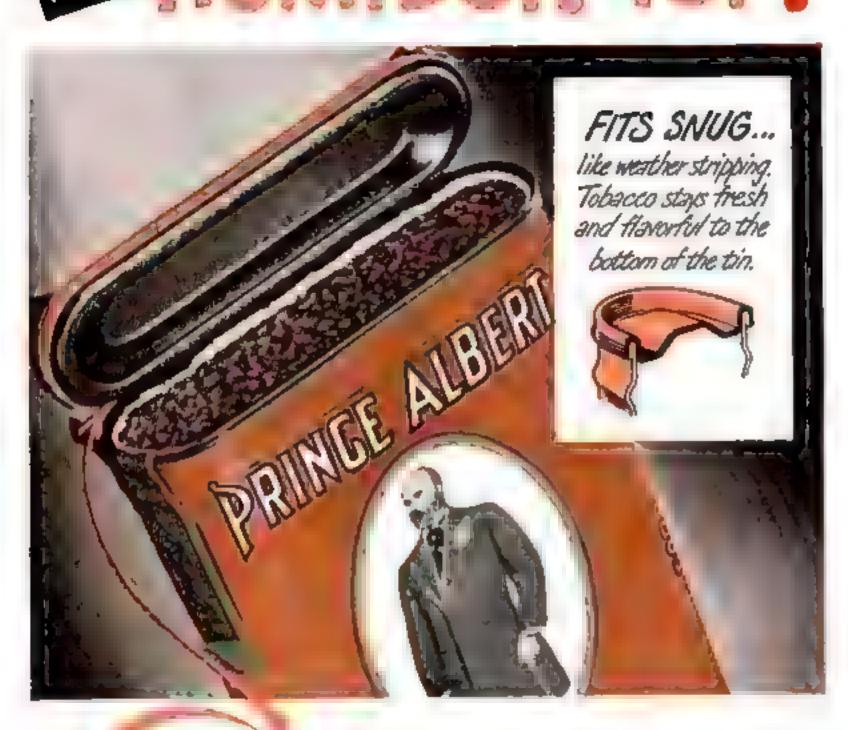
Today, there are twice as many oil burners as in 1938. Local jobbers and distributors delivered greatest amount of fuel oil this past winter.



OIL INDUSTRY INFORMATION COMMITTEE

670 Fifth Avenue, New York 19, N. Y.

STAYS FRESHER longer with NEW HUMIDOR, TOP!



LOCKS OUT THE
AIR...LOCKS IN
THE FRESHNESS
AND

Prince Albert's new HUMIDOR TOP keeps that rich-tasting, mild, crump cut tobacco flavor-fresh right down to the last pipeful!

Try Prince Albert in the new HUMIDOR TOP pocket tim. Whether you smoke this choice tobacco in a pipe, or roll your own cigarertes—you'll find P.A. delightfully easy on the tongue. It's specially treated to insure against tongue bite! You'll see why it's America's largest-selling smoking tobacco!



Ocean Floor CONTINUED



CAMERA IS ASSEMBLED by Photographer David Owen who used and improved it on trip. It was lowered during periodic stops made by the Atlantis.



CAMERA IS LOWERED into the sea. The small sail is used as a stabilizer. White tube at the lower end of the stick collects sediment from the ocean floor.

Truck Drivers Are Taught . . . "A ROLLING BALL IS ALWAYS FOLLOWED BY A RUNNING CHILD!"



their drivers watching out for the safety of others on the streets and highways. Always on the alert, Quick on the trigger for the moment of danger.

- ... a car dashing out of a side street.
- ... a child running from behind a parked car.
- ... a car rounding a blind curve on the wrong side of the road.

Since trucks must roll, we make it our business to develop the safest drivers in the world. Your "Big Brothers" of the highways follow the golden rule . . . they think of you first. They know, through years of experience, SAFETY IS NO ACCIDENT!



AMERICAN TRUCKING ASSOCIATIONS, WASHINGTON 6, D. C.



PRIDE OF THE FLEET is the 51-foot O If . Foreles which is fitted as a square-rigged ship and is shown above swarming with sea minded boys learning the functions of its

many sheets and halvards. Built in In hand, the Focker is named for an Annapolis graduate who was with the Culver school for 25 years as its executive α here and commander.



MARCHING TO BOATS behind a staff of instructors who were trained by the Navy, an afternoon sailing class prepares to apply its classroom lessons.

CULVER SAILING CAMP

Indiana academy teaches fresh-water seamanship

Culver Military Academy has long been known for the West Point spit-and-polish of its young cadets. Less well-known is the fact that Culver has one of the largest summer naval camps in the country, and this despite the fact that it is located in Culver, Ind., 600 miles from the ocean and must depend for its seagoing practice on a tiny lake 21/2 miles long. This summer 624 boys from 14 to 18, some of them disciples of Army life during Culver's winter session, are enrolled to learn the rudiments of life in the Navy. They rise each morning at four bells (6 o'clock) and turn in at three bells (9:30) after a strenuous day of sports, recreation and classes in seamanship. Under the salty eye of retired Admiral Harry Yarnell (next page) they learn to tie knots, row, signal by semaphore and handle the 112 assorted boats which make up the school's fleet. The U.S. Navy thinks so well of Culver's summer training that it sends a staff to the camp each summer to help out. And though the Navy can guarantee them no ratings, this year's graduating class has 75 boys of draft age, every one of whom plans a hitch at sea.



KNOT-TYING SESSION is held aboard the Fourier. Each new student must learn to tie square knot, clove hitch two half hitches, sheet bend and bowline.

CONTINUED ON NEXT PAGE

Now! COMPLETE HAIR-CUTS at home with amazing



Sta-Neet pays for itself first time used!

Think of the money you'll save with STA-NEET And STA-NEET is so easy to use—no bolts, no nuts, no screws. Get one today for every member of your family. STA-NEET is guaranteed to give complete satisfaction or your money back.

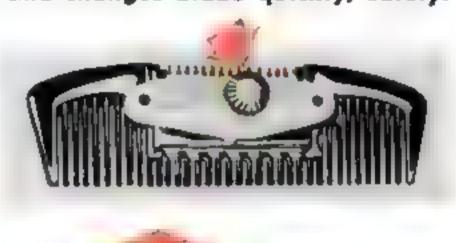
The STA-NEET MAGIC KNOB adjusts and changes blade quickly, safely.



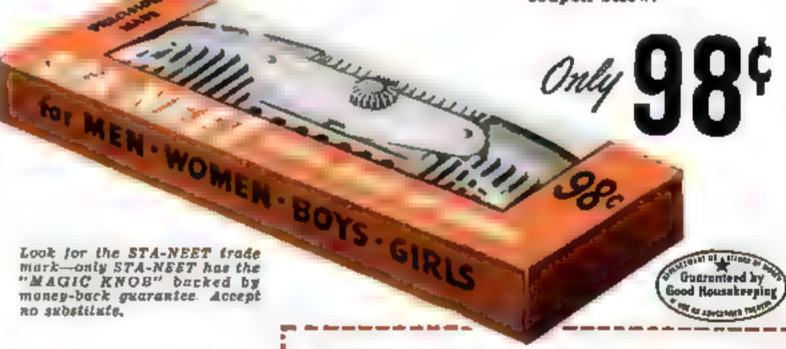
STA-NEST shaves legs and under-urms, tool Sale and cusy to use All double-sage reserblades fit STA-NEST.

Removes shappy, strapply hair and neck juzz, STA-NEET saves

average family \$50-\$100 a year.



Ask your dealer for STA-NEET today!
STA-NEET is sold by all leading stores. If your dealer does not have a supply of STA-NEET, mail coupon below.





STA-NEET RAZOR BLADES fit all standard doubleedge safety razors. Ask for STA-NEET blades—5 for 25 cents.

STA-NEST CORPORATION, Dept. 1-8 Sex 1431, Los Angeles 15, California

Enclosed in \$1.00. Please send me a STA-NEET—the modorn family barber, I understand that if after 30 days' trial I am not completely satisfied I can return it for a complete refund.

MANUE		
Appelles		
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"My wife likes to go along when I fly for business!"



John F. Howe, automobile dealer, of Claremont, N. H., writes: "My Stinson is indispensable for rapid pickup of parts and accessories, and for carrying drivers to the points where we take delivery of cars and trucks. The trips are so pleasant that my wife likes to go along with me for the outing."



Start your flying now — the easy way — in America's most <u>useful</u> personal plane!

This roomy, soundproofed Stinson carries four people and baggage—or pilot alone and 640-cargo-pounds.

Quick take-offs and slow landings make it ideal for short-field operations everywhere.

And so easy to fly—beginners can solo this spinresistant Stinson in only about eight hours' flying time!

Special flight plan for business and professional men:

To demonstrate the safe simplicity of personal flying, your Stinson dealer will teach you to fly, free—up to and including solo. Enrollment is limited, so inquire now. See your Stinson dealer (listed in yellow pages of telephone book), or write to Stinson

Division, Dept. B, Consolidated Vultee Aircraft Corp., Wayne, Michigan,



Sailing Camp CONTINUED



ADMIRAL YARNELL, veteran of World War I, instructs a class in navigation. Seventy-two and retired from the Navy, he now heads the sailing school.



SKIMMING ALONG in a 28-foot soow, crew scrambles to windward to prevent it from tipping. One boy is actually over the side, standing on leeboard.



AT FOUNDER'S ROCK, where Henry Harrison Culver started his famous school in 1894, a Culver naval student meets his date from nearby girls' camp.

LEVER CIRCUS SALE ...

Get a Ringling Bros. and Barnum & Bailey Official 35 Piece Circus!

LOUISCODS, famous Ringling Bros. and Barnum & Bailey clown, and one of the funniest men alive, says: "It's



Big Tent! 3 Rings! Elephants! Wild Animal Acts! Side Show Freaks! "The Greatest Show on Earth"

Step right up, folks! Get this genuine reproduction of Ringling Bros. and Barnum & Bailey Circus!

It's an official replica! It's endorsed by John Ringling North, President of the Circus.

It's a Sensational Value at Only 25¢ and the box tops or wrappers from any 2 of the Lever products pictured here.

A Great Offer! A Great Value! 35 Pieces! Every detail authentic, lifelike! Even the four-wheel animal cages!

Your circus comes to you hauled down for traveling . . . cut out ready to assemble-no glue, no scissors needed. You get the excitement, the thrills, the fun of putting it together.

Send for Your Circus Today! Send for two or three—they make fine gifts! Just use the handy coupon at the right.

HURRY! HURRY! HURRY! Quantities are limited! Get your order in today!





Actual Size 5 Times Bigger

when you buy any two of these Lever Products



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Enclosed are___box tops or wrappers from Lever products and cents in cash. Please send me Ringling Bros. and Barnum & Bailey Official 35-piece Circus(es). [Note: Be sure to send 25¢ and 2 wrappers or box tops for each circus ordered.]

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	(Please print clearly to assure delivery)	
Street		
	Zone	

This offer good only in continental United States (including Alaska) and Hawaii and Puerto Rico. Expires Oct., 31, 1948. The offer subject to any state and local regulations.

WRAP COINS SECURELY FOR SAFE MAILING



What type of sleeper are you?

120 lbs.



167 lbs.

CUSHIONS

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your weigh

Now-Complete Comfort for Every Kind of Sleeper with

Englander's new Red Line double-layer principle Upper layer

> In upper layer each spring acts by itself to respond to and support every contour and movement of your body. "Roll-to-themiddle," when alceping double, eliminated at last. Springs are not tied together at top or bottom with strings or wires, or held together by cotton sacks.

> > that the "double-cone" springs are locked only at the center by flexible ribbons of steel. Lower layer supports your weight to chminate "hammocking" of ordinary mattresses. Gives deep cushioning for heavy bodies. You never "hit bottom". It's the greatest

> > Exclusive Englander advantage is mattress improvement in 50 years.

ENGLANDER RED LINE "SUPER BODYGUARD" Other Englander Red Line mattresses or matching box springs at \$59.75, \$69.75 and \$79.75 (illustrated).



VAPOR BATH in 18th Century Russia was a coeducational and highly sociable institution in which the as-

sembled bathers joyously whacked each other with twigs and massaged each other with leaves and raw omons.

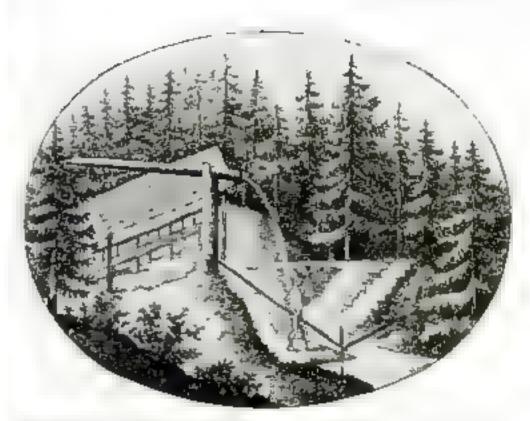
THE EVOLUTION OF THE BATH

Swiss scholar finds the modern bathroom primitive and antisocial

To the average modern man a bath is a method of getting clean or cool. But to the great Swiss historian of technology, Siegfried Giedion (whose massive \$12.50 book Mechanization Takes Command has just been published), a bath is much more than that It is a social ritual whose curious ramifications through the ages constitute a profound source of history and an index of changing social habit. The American bathtub, in fact, is, according to Giedion, a modern mechanized survival of mankind's most primitive bathing gadgets and would have been frowned upon by the highly developed civilizations of Rome, Alexandria and Islam. This is because modern society tends to regard bathing as a simple matter of ablution rather than as a social ritual whose purpose is "regeneration," the relaxation and stimulation of mind and body.

Islam despised the bathtub, considering it more hygienic to bathe in running water. The Romans thought of bathing as a form of social intercourse and built public bathing establishments that combined most of the features a modern man gets out of a club, a university and a baseball game. Medieval

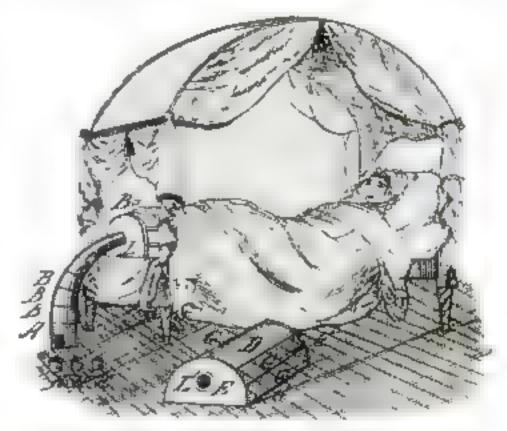
man was also a great and complicated bather, whose habits survive today among the Russians and the Finns. Currously the Age of Enlightenment (the 17th and 18th Centuries) was one of the bath's dark ages. Louis XIV's palace at Versailles contained no plumbing and its sanitary facilities would have made a medieval baron blush. Not until the late 18th Century did bathing begin a climb back to popularity, and it did so largely because physicians began to prescribe it as a curative measure. Bathrooms were an exotic luxury in Europe and America until 1900, and it was not until 1920 that massproduced bathtubs became a standard adjunct to the American bedroom. Today's built-in 5-foot bathtubs are not as imaginative as yesterday's handtailored ones, but for Americans, who persist in regarding baths as ablutions, they are more practical. As its bathrooms become more streamlined the U. S. is accused on all sides of a pagan tendency to worship the plumber, the god of hot and cold running water. Giedion's charge is rather that it has failed to seize upon the therapeutic and social possibilities inherent in its glittering new equipment.



PRIMITIVE SHOWER, supplied by a spring, was used in 19th Century Germany as a medical treatment.

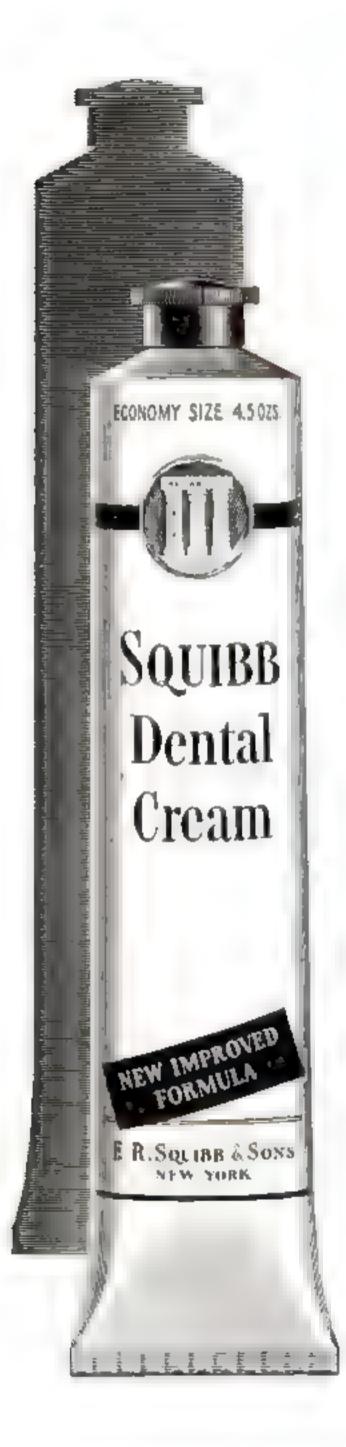


HIP BATH WITH SHOWER was an elegant British gadget in 1847. Bather sat inside and used hand pump.



STEAM-BED BATH was imaginative American invention of 1814 used primarily to cure rather than cleanse.

effective... refreshing



The priceless ingredient of every product is the honor and integrity of its maker



BATHS OF CARACALLA were one of most famous establishments of the Romans, who really knew how to enjoy taking a bath. These lavishly decorated baths accommodated 1,600 bathers at a time, had gardens and lecture halls.

LOCKWOOD, ZANE & LUMB,



PLUMBERS,

And Manufacturers of Barrows' Patent Cooking Range,

NO. 5 DERBY RANGE, COURT STREET

WOULD RESPECTFULLY MAY TO THE CITIZENS OF BOSTON,

HOUSE PLUMBING MATERIALS.

AS GAN DE FOUND IN THIS CITY,

AND WE ARE PREPARED, FROM A LONG EXPERIENCE, TO DO ALL KINDS OF PLUMBING IN A SUBSTANTIAL & THOROUGH MANNER

Your Orders are solutied, and satisfaction warranted.

CROTON PLUMBERS.

PLUMBER'S ADVERTISEMENT shows bathing convenience as it existed in Boston in 1850, when the Boston Directory admonished its readers that "frequent bathing finds strenuous advocates among the medical professors."

CONTINUED ON PAGE 49 .







Art-carved rings - Beloved by brides for almost a hundred years (1850-1948)



When the temperature is here... you need LECTRIC SHAVE

Can cut shaving time in half

 Even on hot, sticky summer days, you can enjoy top performance from your electric shaver with amazing new Lectric Shave. Just spread a few drops of Lectric Shave on your face before shaving.

Lectric Shave gets rid of shaverclogging perspiration, smooths down skin. It helps you get a closer, longer lasting shave. And you save minutes of shaving time. FREE SAMPLE-Get Lectric Shave at dealers everywhere-or send name and address to The J. B. Williams Co., Dept. LE-14, Glastonbury, Conn., U. S. A., for generous free bottle. (Offer good in U.S. A. and Canada only.)



"Get cleaner, faster shave -leaves face cool," writes H. Lindquist, Kirksville, Mo.



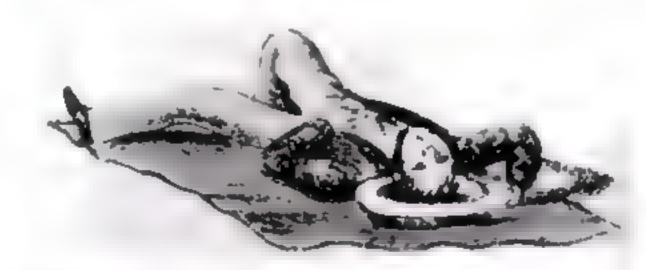
"Save shaving time when my skin is perspiry," reports G. Weaver, Jr., Orlando, Fla.



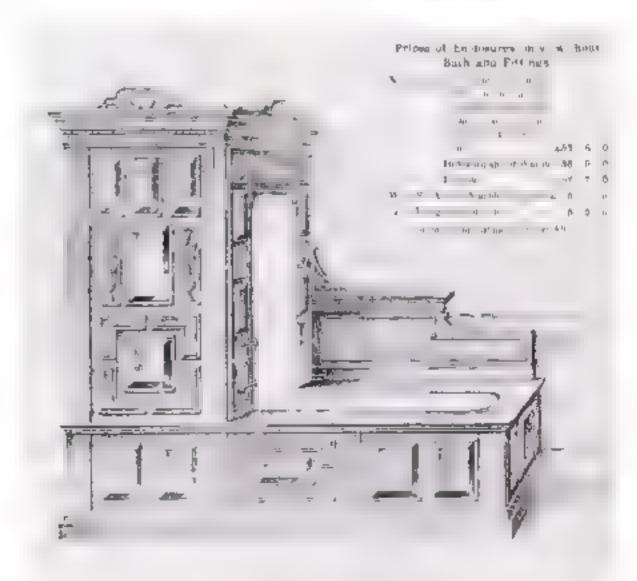
Bathtubs CONTINUED



RAIN BATH was popular in France in 1860 when it was regarded, like most bathing, as a branch of pathology. Doctor anxiously watches patient from convenient platform. Patients often ran away, suffered palpitations and suffocation.

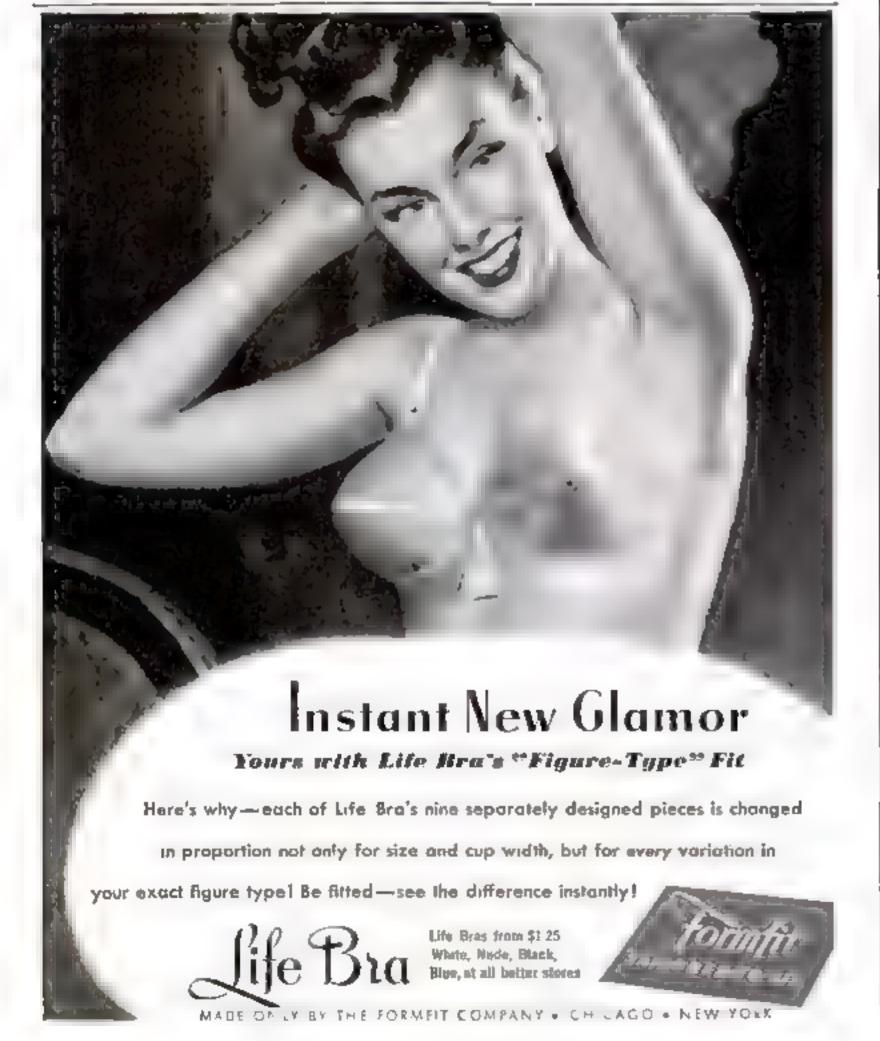


HEAD BATH was another of the variety of methods used in water cures popular in medical science during the 19th Century. Patient lay flat and immersed back of head in basin. Picture is from book on hydropathy dating from 1844.



HOODED BATH was one of the most elaborate examples of the heavy, Victorian bathroom splendor which developed in England between 1880 and 1910. This item could be bought in various woods to match surrounding furniture.

MAKES FLECTRIC SHAVING





The jolly Red Cap is a constant reminder for all to enjoy Carling's.

For once ... the lightness of fine beer combined with the extra flavor of great ale. Give your taste a change of pace ... Get Carling's.



Look what a







porato salad and plenty of com on the cob!





Hoppy Man's Hash. Every woman knows every man likes corned beef hash-plenty of it and plenty often. And he ll like it better when it's Atmour Star Corned Beef Hash - it tastes like you'd made it yourself of choice full-flavored brisket and potatoes that stay firm. But all you do is bake it in a casserole 20 minutes at 350° F., garnish - and garner compliments !

water cress, taste as refreshing as they look—like delicious Treet itself, that wonderful Armour blend of

tender pork shoulder and sugar-cured ham !





"The best-lookin' cookin' in town" can be on your own dinner table in just 20 winks-20 minutes or even less to be recipe-accurate! And it's no farther away than your pantry shelf. Just reach up and take your pick of all the Armour Star Pantry-Shelf Meals that a clever cook like you is sure to have stored there! Really, the hardest part of your meal-making is making your choice of all these delicious meals.

Yes, here are parties or pick-up suppers-cold-meat, hot-night dinners of those hot lunches children love-and dozens of different variations of each! But all these taste-wonderful meals are alike in two ways - they're so easy to fix, so easy on your meat bill! Next time you're shopping bring home a few of the Armour Star Pantry-Shelf Meals you haven't tried recently as well as special favorites !

> For additional racipes for Pantry-Shelf Meals, write Marie Gifford, Dept. 311, Bax 2053, Chicago 9, Plimois.

> > Tune in HINT HUNT-CAS Manday through Friday afternoons

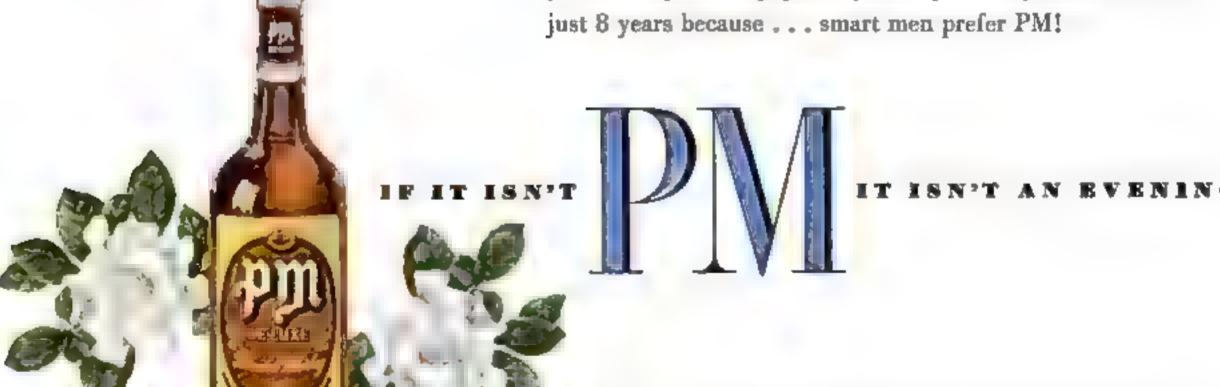


The best and nothing but the best

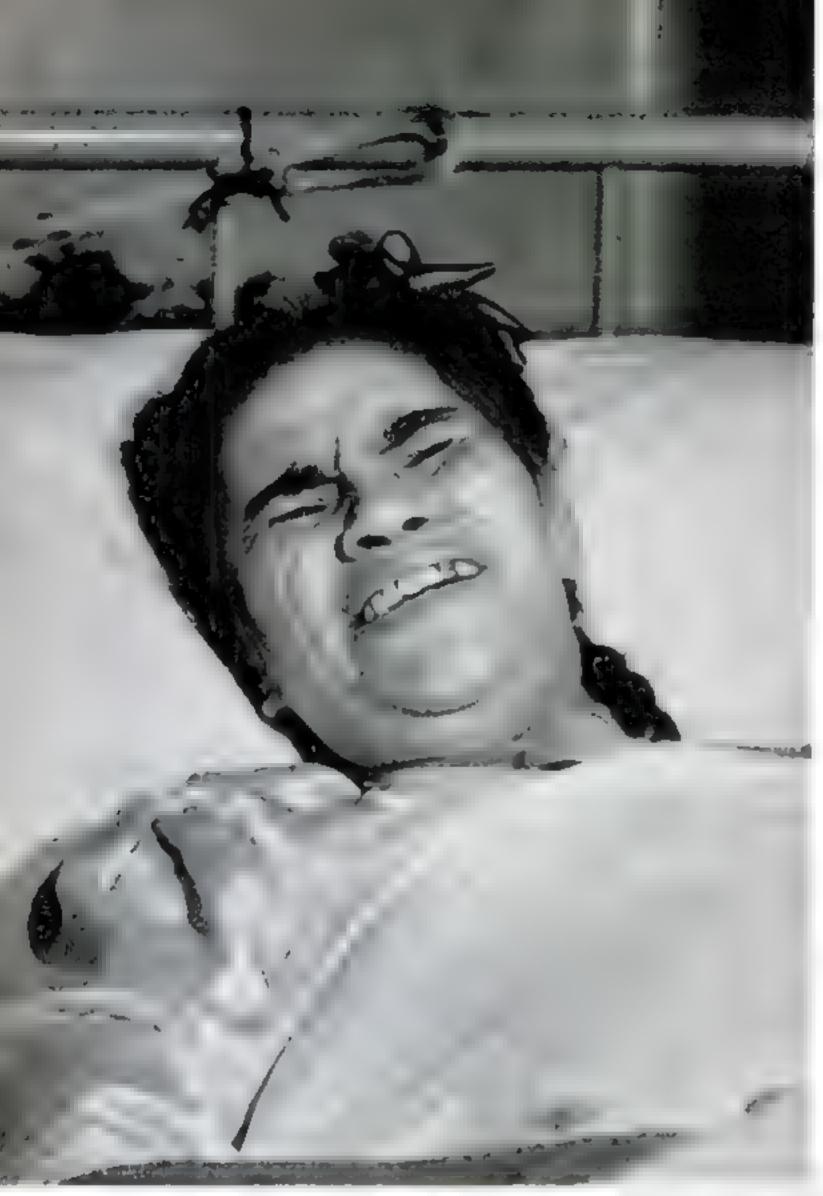




COME ON OUT, THE PM'S FINE! Just compare PM's famous smoothness in a tall, frosty Highball or Collins . . . Plenty More mellow, Plenty More quality, Plenty More for your money. PM's popularity multiplied fifty times over in just 8 years because . . . smart men prefer PM!



National Distillers Products Corporation, New York, N. Y. Blended Whiskey. 86 Proof. 70% Grain Neutral Spirits.





A WOMAN PATIENT WHO WAS IN SEVERE PAIN (LEFT) IS COMPLETELY RELIEVED A FEW MINUTES AFTER SHE HAS RECEIVED AN INJECTION OF METHADON SOLUTION (RIGHT)

METHADON

A SYNTHETIC DRUG RELIEVES PAIN AND DOPE ADDICTION

Ever since the early peoples of Asia learned that relief from pain could be found in the toxic smoke of poppy pods, chemists have sought better and safer drugs to ease human suffering. Morphine, the oldest and still the most commonly used of the narcotic drugs, was first extracted from crude

opium almost a century and a half ago. But since that time the search for pain-relieving drugs has been slow and unrewarding. There have been new anesthetics to stop pain briefly by blocking all sensation. New sedatives were devised to bring sleep and relaxation, Yet by 1944 the efforts of generations of scientists to find synthetic compounds, easily manufactured from ordinary chemicals and effective in the control of chronic pain, had resulted in the production of just four generally accepted drugs: aspirin, amidopyrine, acetanilid and meperidine. Then at the end of World War II a fifth compound-methadon-was discovered. Fifteen times more potent by volume than meperidine and 11/2 times as strong as morphine, it was simple enough to be made easily in any commercial laboratory from cheap, common ingredients.

Methadon came to the U.S. as part of the spoils of World War II. The secret of its manufacture was discovered in the files of the huge German chemical cartel I. G. Farbenindustrie by a team of American investigators sent to Germany before the war's end to search for newly developed drugs.

Of the many new substances examined, methadon was by far the most important; for the Germans, lacking the opium from which to make morphine, had worked hard to produce a good synthetic pain killer. Later in the U.S. the pharmaceutical houses of Eli Lilly and Winthrop-Stearns tested the drug chemi-

cally and clinically for the first time (pp. 88, 89) while the U.S. Public Health Service coordinated studies all over the country and observed the effects of methadon on federal prisoners at the Lexington, Ky. "Narcotics Farm" (pp. 90, 91).

Last autumn the period of testing ended and the new drug went into commercial production. 'Careful study of its action had shown that it surpassed other narcotics in reducing the perception of pain and brought mild relaxation without grogginess. It was effective in small doses and did not build up tolerance (which would necessitate bigger and bigger doses) as fast as morphine. And because it created far less physical dependence than morphine it could be used to treat addiction.

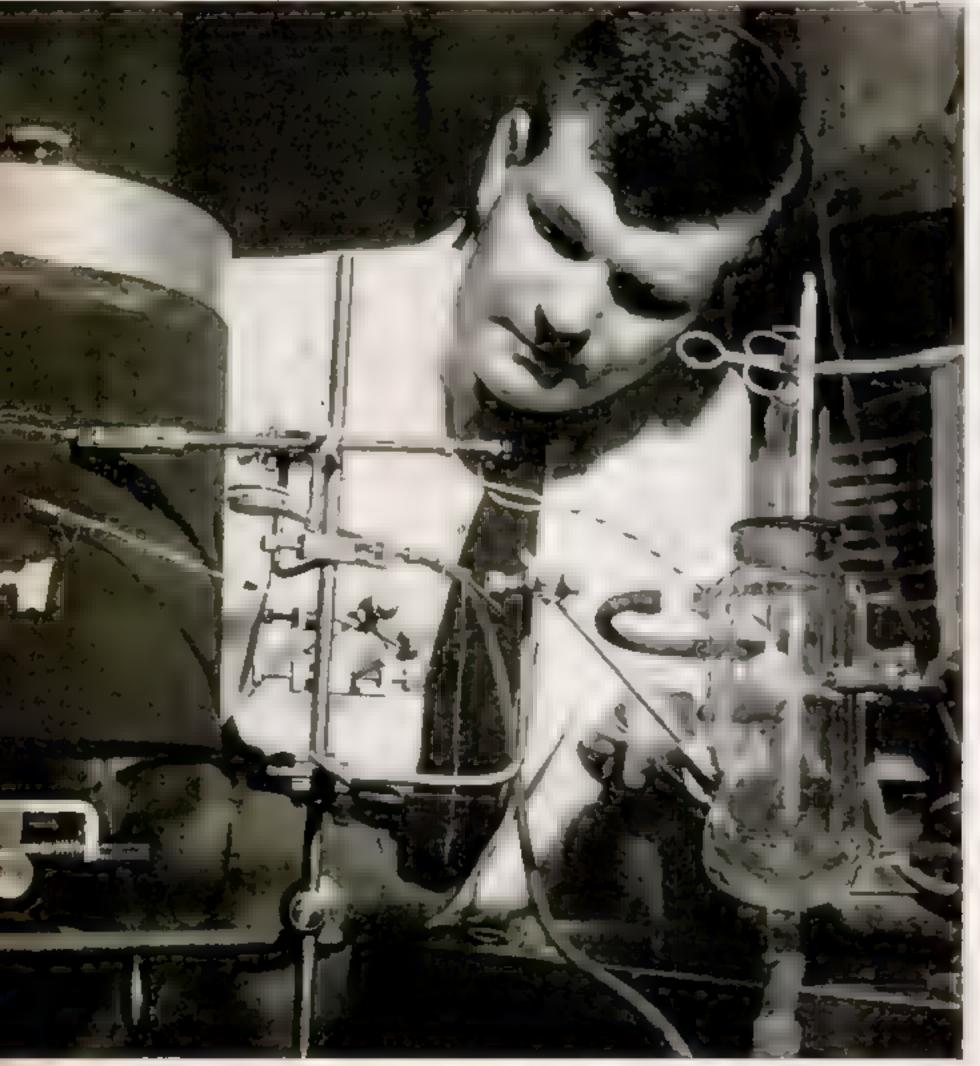
Methadon is not a wonder drug. With its good qualities it combines some bad ones. Like any narcotic, it is habit-forming. Its lack of sedative or calming action makes it unsuited for preparing patients for surgery. It can cause dizziness and nausea. But imperfect as it is, methadon is immensely valuable, for it is the most powerful agent available for the treatment of severe and lasting pain.



NATIONWIDE TESTING of methadon is coordinated by Dr. N. B. Eddy of the U.S. Public Health Service.



PAIN-KILLING EFFECTS are accurately differentied by feeding beam of rateurs 1, I tion spot of load absorbing land lack painted on fireliead of additional volunteer. By more many the taxout takes the subject to be 1 discomfort scientists can determine how many paint by he discrete.



SECONDARY EFFECTS of the drug are studied by feeding it directly to animal organs kept alive in glass tubes. Here a rabbit heart (right) whose beats are recorded on the drug at left shows stundation from methadon. Action on human heart is slight, although breathing may be slowed

METHADON CONTINUED



IN A GLEAMING NEW PLANT, FIREPROOFED AND HEAVILY GUARDED, THE SIMPLE

TESTS PROVE

EXPERIMENTS ON MEN, ANIMALS

Twenty-six months passed between the arrival of the methadon formula in the U.S. and the delivery of the first commercial stand ent to the nation's druggists. During that time of emists and lock to, or giveness and government officials worked on the problems of occivering an experimental and potentially dameerous compound into a site and widely available drug. Private in fastries built pact plants to fin the best way of making the new marketic, then followed them up with high specially designed factories (above). The Federal Bureau of Nation is, responsible for the control of the drug, worked out systems of distribution and storage to prevent any of it from reaching the unserviced



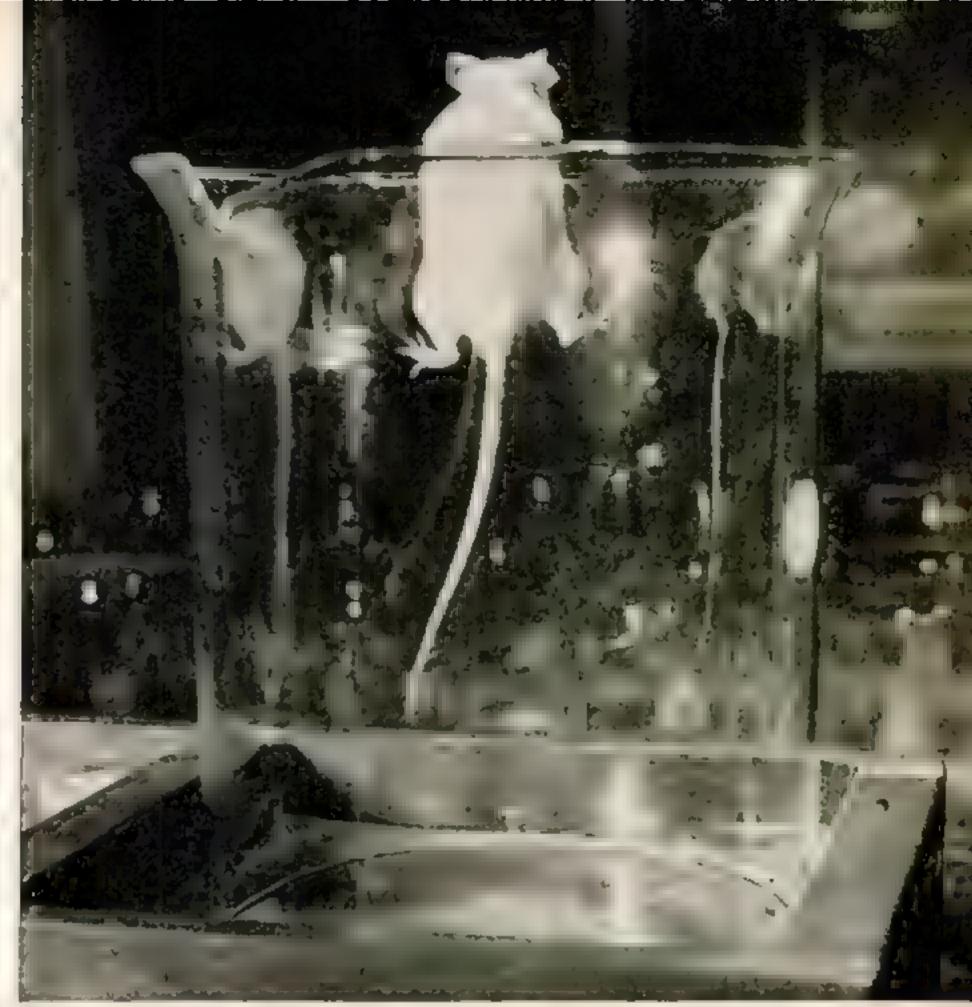
INGREDIENTS OF METHADON ARE BLENDED INTO A VERY POWERFUL NARCOTIC

DRUG'S VALUE

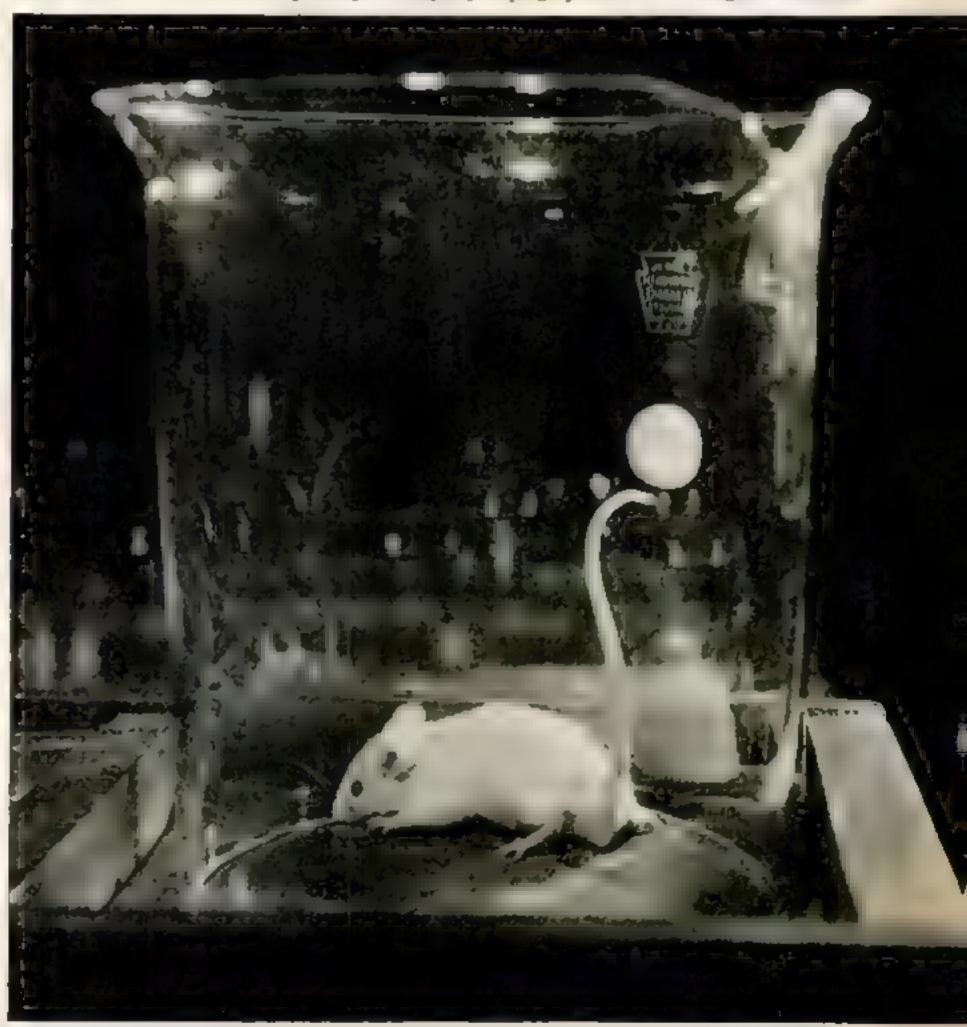
PROVE IT IS SAFE AND EFFECTIVE

dope market. The U.S. Public Health Service, acting as coordinator of research, analyzed reports on the new product.

The testing of methadon in 48 laboratories and hospitals all over the U.S. proved beyond doubt its pain-relieving quality. Under its influence both humans and animals were able to endure what would ordinarily have been unbearable pain (upper left and lower right). Tests on animal organs (lower left) showed that, except for nausea and dizziness, there were no serious related effects to limit its use. At the same time, experiments on narcotic addicts revealed the unique value of methadon as one means of coping with addiction to morphine (next page).



NORMAL MOUSE reacts violently to an experiment designed to test the pain-killing effects of methadon on animals. Placed in a jar with heated bottom, mouse instantly feels heat, raises and shakes its feet and tries desperately to escape by leaping up the sides of the glass enclosure.



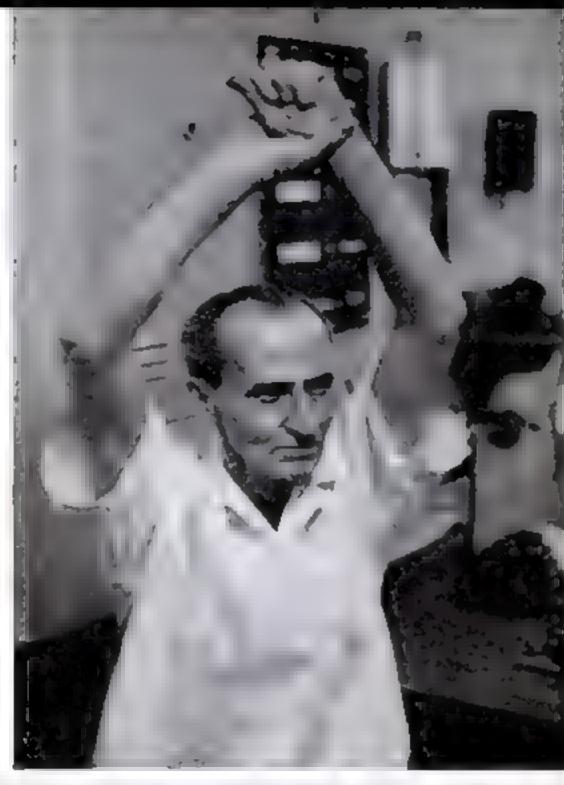
DRUGGED MOUSE, given identical hotfoot, feels no discomfort whatever. Staggering around on legs partly paralyzed by the drug it arches its tail high over its back—an unmistakable sign of rodent rapture. Test shows mice get "kick" from methadon, though man to human subjects do not.

METHADON CONTINUED

MORPHINE SHOT BRINGS ADDICT BRIEF ECSTASY

At the Public Health Service Hospital in Lexington, Ky. addicts are being relieved of their affliction through the substitution of methadon for morphine. Methadon itself is habit-forming, but the methadon habit is not as difficult to break as is morphine addiction. The pictures on these pages show why. At right an addict gets a morphine shot, raises his arm to let the drug circulate quickly, smiles in anticipation of an exhibitance "lift" and then claps his hands in ecstasy as he feels the "kick" which is the only real pleasure he knows.





DEPRIVED OF THE DRUG HE SUFFERS HIDEOUSLY

Many addicts try repeatedly to break their habit but most never succeed. Some might force themselves to forego the pleasures of morphine, but only people of strong will power can face the agonies caused by abstinence from the drug upon which their bodies have become dependent. Deprived of his regular doses of morphine the addict becomes irritable, restless and anxious. He loses his appetite. Pains begin to grip him, and bones ache. Falling into bed, he lies sick and exhausted, his body racked with terrible cramps. He sweats and then shivers with recurrent chills. He yawns hugely and gasps for air. He vomits violently. Finally in desperation he throws his bedding to the floor where he writhes without relief.





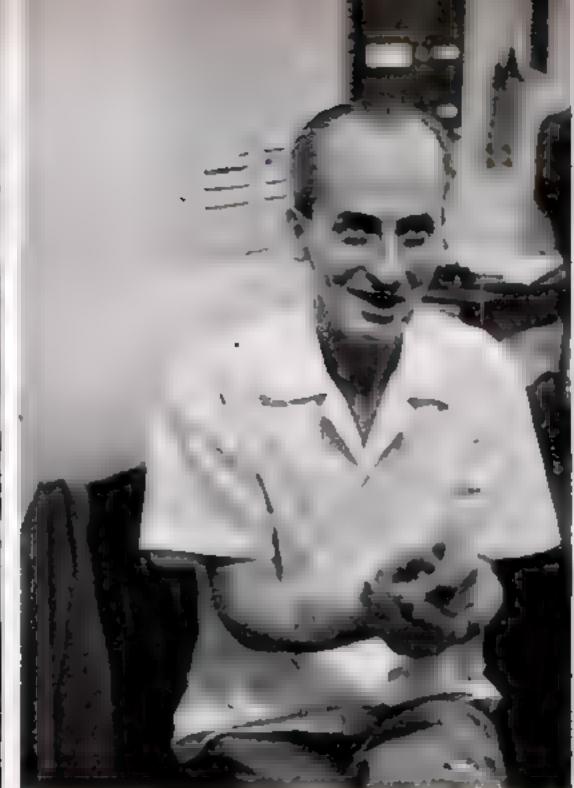
METHADON HELPS BREAK THE GRIP OF MORPHINE

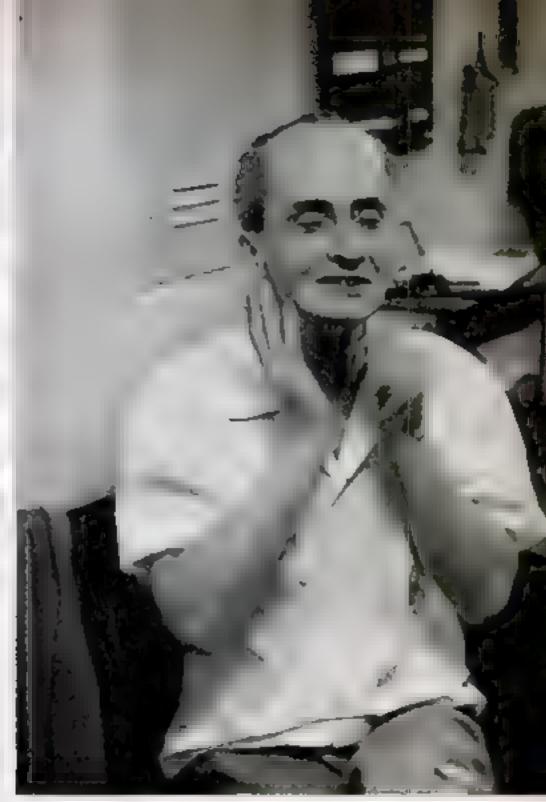
An injection of methadon ends the addict's suffering. He gets up, shaves and is able to eat. Except for drowsiness which makes him doze at his work as prison barber (last picture) his condition is normal. In time this patient will transfer his addiction from morphine to methadon. He will then be able to give up drugs without intense suffering, for abstinence from methadon causes no violent reactions. Whether he does so, and for how long, may depend on social and psychological factors. But methadon will help him to make the break.























CLOSE-UP Counie Mack at 86

Mister Mack

More than 60 years ago he was a lanky catcher who tripped batters...Then he managed the Athletics to nine pennants and five world championships... Now baseball's beloved, spindly ancient is racing hard for another pennant

by Bob Considine

ORNELIUS McGillicuppy, who was given the enduring alias of Connie Mack by an unsung newspaperman in 1884—because his full name could not fit in the small space of a newspaper box score, must be one of the oldest truly active businessmen in the U.S.

As president-treasurer-manager of the Philadelphia Athletics baseball club he works seven days a week 365 days a year and pays himself a salary comparable to that of the President of the U.S. But Mister Mack, as his countless associates, friends and acquaintances call him religiously and with a certain awe, is not a rich man. He has, among other responsibilities, 15 great-grandchildren and a small army of personal pensioners dependent on his earning capacity. In 1946 he reported an income of \$79,000, which made him perhaps the highest-paid 84-year-old employe in the country, but he was unable to buy the Buick he had on order. Minor stockholders in the Athletics, which Mister Mack has managed since 1901, chipped in, bought him the car and provided a chauffeur—one of the rare concessions made to Mister Mack's incredible age.

Mister Mack, who will be 86 years old next December, might almost ask for patent rights to the game of baseball if he had not signed away such claims by lending himself to the pretty fable that the sport was the handiwork of the late General Abner Doubleday. He did much to fashion its rules, pioneered in developing the torturous art of catching, was a major manipulator in the rape of the National League at the turn of the century (which produced the American League and made big-league baseball big)

and he introduced the modern style of pitching.

This occurred one day in Waterbury, Conn. when Mister Mack, crouching 15 feet behind home plate and catching the ball on its first bounce with the aid of a fingerless kid glove, decided that there must be a better way for his pitcher to deliver the ball. He felt it was essentially unfair for his thrower to hop, skip and run through his cramped little 6x4 pitching box and to throw underhanded to a batter who not only was given seven balls and four strikes but could also demand that the ball be delivered to him at a favored height. So he walked out to the marked-off box in which his hurler stood and said, "Try throwing the ball overhand,"

The man looked up at him as if he had gone mad, but followed his advice. The ball shot over the plate at a lively clip and the batter—as startled as a batter of today might be if Bob Feller suddenly delivered a through-the-legs pitch—missed it vaguely. It took the fans three more pitches to realize that Waterbury was being cruelly had. Then they rose and made

as if to come out on the field and attack the pitcher.

But Connie reached him first. "Don't listen to those fellows," he ordered. "Just pitch your own game." The man did, and his daring new delivery pro-

duced a considerable vogue; so considerable, in fact, that the pitcher's box was moved back from 45 feet to its present 60 feet 6 inches from the plate. And pitchers have been throwing like that

ever since.

Mack was one of the first catchers to move up to a position just behind the batter and catch the ball before it bounced. His proximity to the batters of that dimly distant era stimulated in him the devil which is part of his kindly nature. It occurred to him that if he was that close to a man who was bent upon bringing ruin to him and the Mack team he might as well trip him or "tip" his bat—to interfere with his swing—or in other ways militate against the man's getting a hit.

"Don't ever say I was a great catchaw," he told this reporter recently. "But," he added with a bit of a glitter in his slightly watery blue eyes, "I was kinda tricky. We got away with a lot back in the days when we played with only one umpire. The only time I ever really got caught was by an old ballplayer named Weaver. I must have been with Washington. Anyway, this Weaver—a fine fellow—he got angry with me after I had tipped his bat a few times, and he used to say that he'd get even with me.

"Well, Mr. Constantine, he did. By gosh the next time he had two strikes on him he just stepped back from the plate and instead of swinging at the ball he brought his bat down on my wrists. I dropped like a shot. Let me tell

you it hurt.

"But I figured out a way to get back at him. I waited until our last game of the year against Weaver's team, and Weaver's last time at bat, and when he had two strikes on him I tipped his bat again, just to show him I could still do it."

Lunch-hour one o'cat

Except that each passing decade gives him more and more the appearance of a stately and well-plucked gobbler, Mister Mack has not changed much in the last 50 years. He was born in East Brookfield, Mass. either just before or just after the midnight which separated Dec. 22, 1862, from Dec. 23, 1862. His brother Mike, who lived to be 90 by sticking steadfastly to a daily glass of whisky (Connie gave up his own modest drinking and golf when he was 76), liked to cackle that Mister Mack, who preferred the Dec. 23 date, was a pretty smart fellow but just didn't know what day he was born on. Mike always said he saw the birth on Dec. 22.

Whatever the date, the son of Michael McGillicuddy—who was at that moment fighting against the South with the Massachusetts Regiment—was christened Cornelius. At the end of the Civil War, Michael McGillicuddy returned to his job in an East Brookfield cotton mill, and when Cornelius was 9 years old he also got a job there, working summers. He was given an hour for lunch but never used more than 15 minutes of it to eat. The remaining 45 were given to games involving a bat and ball, variously called

one o'cat, four o'cat, roundball and baseball.

When he was 15 Connie presented himself to the keeper of a general store in his neighborhood and asked to be measured. He blanched a bit when the man announced that he stood 6 feet 1. This confirmed his secret fear that there was something freakish about him. He began suffering claustrophobia at his cramped little desk in the local public school, and so, shortly after his 16th birthday, he abruptly quit. There was no furor in the McGillicuddy family. His schooling seemed adequate for the job he had in mind—that of a general hand in the Green and Twitchell shoe factory in

East Brookfield.

Connie could pay more attention to his baseball now and by 1882 was the regular catcher on East Brookfield's best ballclub. In 1883 his imagination was irrevocably fired by the appearance in East Brookfield for an exhibition game of the Worcester team, then in the National League. Later that year Cap Anson brought his mustached and mighty Chicago Colts to East Brookfield and Connie rubbed shoulders with these gods from another world and knew that nothing must stop him from trying to be one with them.

Early in March 1884 Connie received a telegram prompted by his East Brookfield battery mate, Billy Hogan, who had plunged onward to the comparatively lofty position of pitcher for the Meriden club of the Connecticut League. The telegram offered him a job with the club. Connie went straight to his foreman and



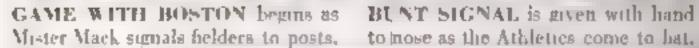
WASHINGTON BALL CLUB of 1888 was Mack's first big-league team. A lanky young catcher, he used to put steak inside thin glove for protection.



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MISTER MACK







BUNT SIGNAL is given with hand!



STRATEGIC PLACEMENT is Mack DOR BLE by Boston - Prid to lea



forte; here he notes fielders' positions. Mutter Mack registering deep concern.

MISTER MACK CONTINUED

told him he was quitting. "You'd better stay." said the foreman, a man named Morris (he is still alive today, at 100), "No. Saturday night's my last night in the boot shop," Connie insisted, a state ment which he sometimes now regrets having made. "I hope Mr Morris didn't think I was rude," he mused not long ago, as if he had been mulling it over for 64 years

There was still the matter of proving to the manager of the Meriden club that he was able as well as willing. This Connic did in a game against Yale in which he handled his pitcher so well that the man struck out 21 Yales, including a vigorous young New Haven star named Amos Alonzo Stagg, who was later to make something of a name for himself in football. The lanky young catcher from East Broods at was pronjilly offered \$60 a month, held out an got 850, and became so popular with Meriden fans that at the close

of the season they presented him with a gold watch

Mister Mack was to become an almost starchy upholder of baseball ethics in the generations to come. But the game was unhampered by niceties in the '80s. With no twinge of conscience he deserted his loving fans in 1885 and jumped to the Hartford team of the same league because the Hartford management offered him SI2 r a month. By 1326 he was earning \$200 a month, and in Sep. tember of that year he and four other members of the club were sold to Washington of the National League for \$3,500. It was a he, ly burst of good fortune, but Mister Mack was not dazzled out of his wats. He insisted on being paid \$800 to catch the final in onth of the season at Washington. He also got a contract for \$2.750 for the 1887 season and on a again was so well received in a town whose ball park's grand-tands then scated 1.800 (and whose White House incumbent was Grover Cleveland) that the fans presented him with a silver tea set

Two years later, happily married to his childhood sweetheart, Margaret Hegan, and father of a growing family, Mister Mack jumped his job with Washington to join the ill-starred Brotherhood, a league which the players themselves hoped to operate as a

ON THE BENCH



PITCHER TROUBLE causes Mister Mack to debate a possible aubstitute.



ATHLETICS ARE UP again and Mister Mack studies the Boston outfield.



TWO-RUN HOMER by Eddie Joost repays the Mack strategy handsomely.



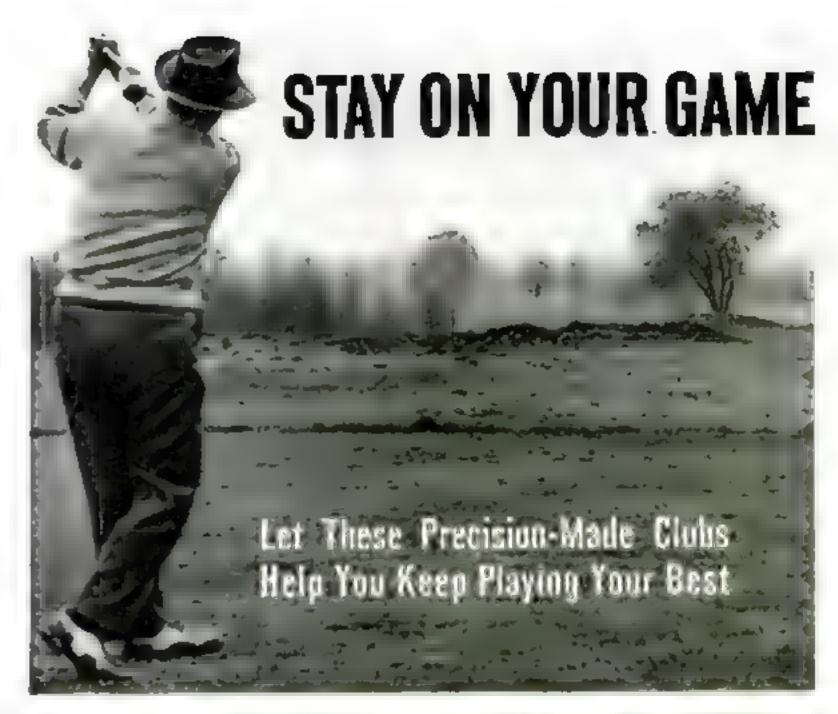
BOSTON RALLY swamps As with 14 runs and Mister Mack is disgusted.

co-op in opposition to the entrenched National. He jumped for the same salary as was paid to him by the Washington team and became so warmly attached to the prospects of the new organization—especially those of his new club, Buffalo—that he invested all the money he had saved and all that he could borrow. The league folded after its first year and with it went everything the little family possessed. The gaunt young man of the house hooked on to the Pittsburgh Pirates in '91, however, and was well on his way to becoming the National League's outstanding catcher in '93 when his left ankle was fractured in a game with Boston. His uselessness as a player, plus his keen baseball mind, prompted the Pittsburgh owners to appoint Connie manager of the club at the end of the 1894 season.

A new league is born

INTER MACK was 32 and considered, in those days, rather elderly for a freshman manager. But the owners, perhaps tolerant of his years, maintained their patience. When the Pirates finished sixth in 1896, however, he was discharged.

The man who was to be hailed 47 years later as perhaps the best manager in the American League was saved from complete obscurity by Ban Johnson, president of the Western League. Johnson, a ruthless dreamer who lived and died believing that baseball was perfected in order to serve him as a gigantic chess board on which to move his living pieces, lifted Mister Mack out of reluctant retirement and set him up as manager and one-fourth owner of the Milwaukee club. Johnson changed the name of his league to the American in 1900 and laid plans to invade the bigtime monopolized by the National. He ordered his friend Charles Comiskey, owner of the St. Paul franchise, to move his club to Chicago. He set up other clubs in Cleveland and Buffalo, and took over Detroit and Kansas City. He dispatched Mister Mack to Philadelphia one cold December day in 1900 to raise money for a ball park and to find a club which could successfully compete with the well-established Phillies.



Ask any good Pro. He'll tell you that the right clubs can do a lot to help your game stay "hot," to maintain your confidence for cleaner, bettercontrolled shots on tee and fairway. That's why these precision-made BRISTOL Beauties . . . triumphs of fine club-making . . . now get "first preference" votes from so many golfers everywhere. Each club is made with mathematical accuracy of "swing weight" balance. Each has expertly-determined exactness of proper "loft" and "lie." And the entire set possesses an overall balance that can contribute much to the rhythmic smoothness of your swing. First chance you get, try these new Bristol Clubs. Once you do, you'll want a set in your bag too.



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Bristol, first to produce and popularize the steel golf club shaft, now makes another big contribution to your golfing enjoyment . . , the "Power Blade." It's standard on Bristol irons. It features a new compactness of club head, a new concentration of weight in the sole of the blade. You won't know how "sweet" a well-hit iron shot can feel, until you've smacked one straight and true with this new "Power Blade" by Bristol.



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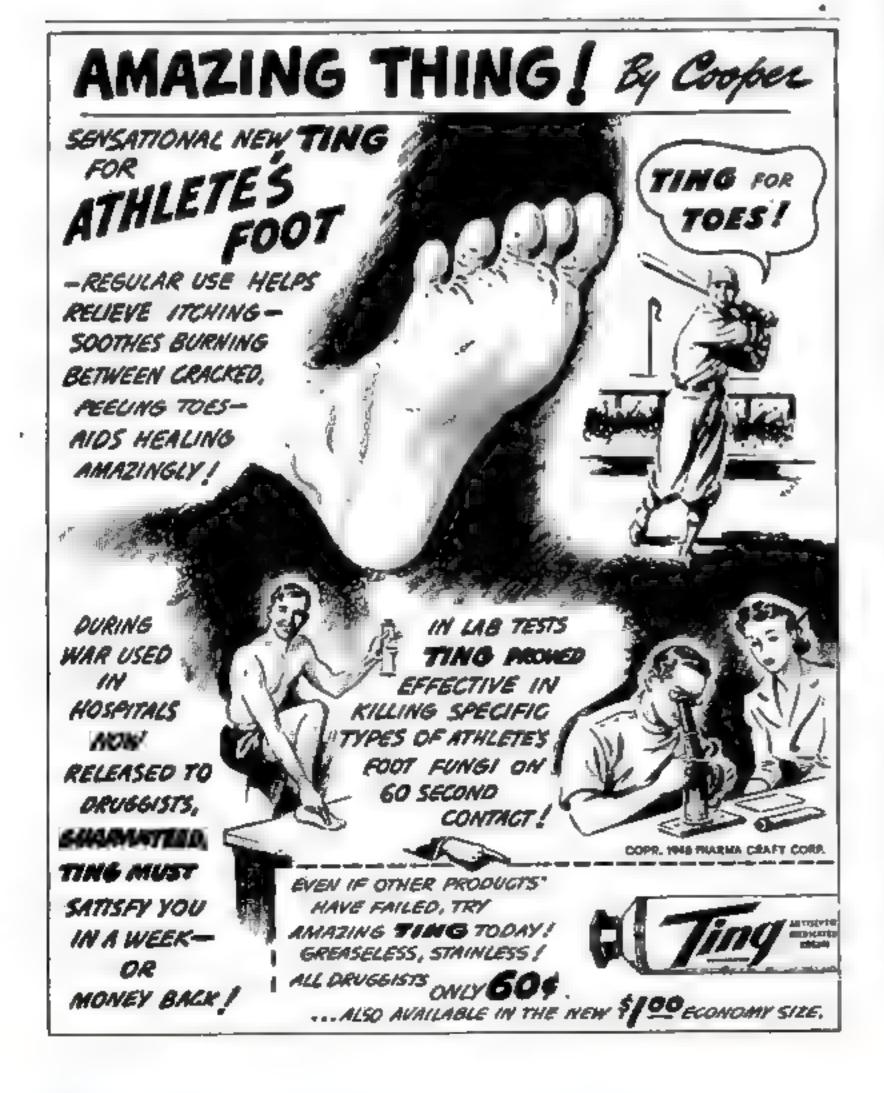
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Sergeant's



MISTER MACK CONTINUED

Mister Mack found the needed money in the pocket of a dour and crusty baseball manufacturer named Ben Shibe, who spent enough of it to build a small park at 29th and Columbia Avenue, named Columbia Park. With \$500 of a bankroll supplied by a willing but naive Clevelander named Somers, Mister Mack persuaded the Phillies' greatest star, Nap Lajoie, to jump to the new Philadelphia club. Then he talked another Phillies star, Lave Cross, into switching his allegiance. He also kept his eyes open for young men who showed promise. One of the young players he found before the curtain went up on American League baseball history in Philadelphia was a pitcher at Gettysburg College named Eddie Plank, who was later to enter baseball's Hall of Fame.

John McGraw, sharp-tongued critic of every club except his New York Giants, inadvertently gave the new Philadelphia American League team its nickname. Asked by a reporter to comment on the new club, Muggsy barked, "Looks like the American League's got a white elephant on its hands in Philadelphia." Mack read the interview and placidly selected the name "White Elephants" for his club. They finished fourth in 1901 and were on their way to winning the pennant in 1902 when the Supreme Court of Pennsylvania ruled that Mister Mack could no longer use Lajoie and other

appropriated stars. He was forced to break up his team and the experts immediately wrote off the chances of the club—which had now been given the additional nickname of Athletics.

But Mister Mack was not defeated. He remembered an eccentric southpaw named Rube Waddell who had played in the Western League and whose major ambition in life was to become a bartender. He found Waddell pitching in a California league and had him shipped East. With the Rube's help the Athletics, or As, won the pennant, their first of nine under Mister Mack, who also has the appalling record of finishing last in his league 16 times.

From that time through the season of 1914 Mister Mack won five pennants and three World Series and produced in 1911 one of the two or three greatest ball clubs of all time, a team whose infield was made up of Stuffy McInnis at first, Eddie Collins at second, Jack Barry at short and Frank ("Home Run") Baker at third. It was given the greatest plaudit that could be contrived in the minds of the sportswriters of that uninflated day.

They called it "the \$100,000 infield."

When the Athletics lost the 1914 series to the somewhat talent-less Braves, Mister Mack smashed the club like an expensive china vase. His players had cupped attentive ears to the offers of the new-ly created Federal League, a rival to the American League which Mister Mack had so successfully built up, and several of them did make the jump. With this and a general housecleaning, the greatest reversal of fortunes in the history of any city's club got under way. His 1914 team had outdistanced its competitors by winning 99 games and losing 53. The 1915 relicts won only 43 games and lost 109. The 1916 As won 36 and lost 117. They finished eighth for seven consecutive seasons.

After a decade in the environs of the cellar Mister Mack came up again. By astute outbidding of his rivals he assembled a superb combination of ballplayers. With this crew, built around Al Simmons, now his rough and adoring third-base coach, Lefty Grove, who was to win more than 300 games, Jimmy Foxx, Mickey Cochrane, George Earnshaw, Jimmy Dykes and others, the As jumped from fifth in 1924 to second in 1925, and when the great Yankees declined after 1928 forged on to win the pennants of 1929, 1930 and 1931.

Mister Mack sometimes gets a little sentimental about that club. Recalling it recently, he remembered the seventh inning of the fourth game of the 1929 Series against the Cubs. The Cubs were leading 8 to 0.

"It was my intention at that stage of the game to send in substitutes for all the regulars at the start of the eighth inning," he



IN 1887 lank Catcher Mack strikes a pose for an oldtime cigaret ad.

said. "But when we came to bat in the seventh some odd things began happening. Al Simmons, the first man up for us, hit a home run which landed on the roof of the left-field stands, fair by just inches. If it had been foul—well, that doesn't matter now.

"Foxx then singled, So did Bing Miller. Dykes singled. It was his fourth straight hit of the day and I got the feeling that we had something special on the fire. Dykes's single scored Foxx, and now loe Boley singled, scoring Miller. Burns batted for Rommel and flied out to English for the first out. But Bishop singled, scoring

Dykes. The score was now 8 to 4.

"Joe McCarthy, a fine manager, took out Charley Root, his pitcher, and put in Artie Nehf. Mule Haas then hit a long fly to center which Hack Wilson lost and it went for a home run, making the score 8 to 7 in favor of the Cubs. When Cochrane walked, Joe McCarthy, a fine manager, replaced Nehf with Sheriff Blake. But Simmons singled to left, Foxx singled to center scoring Cochrane with the tying run. Big Malone started pitching then. He hit Miller with a pitched ball. Dykes then doubled for his fifth hit, scoring Simmons and Foxx with the ninth and tenth runs of the inning, and Burns and Boley—they struck out.

"You know, Mr. Constantine," said Mister Mack with a slight cough, "there was talk that I danced with joy during that big inning. It's not true. I just sat there, and when we won the game I walked off with hardly a word to the boys. It doesn't help any to appear to be too pleased before such an important series is won. Such an attitude might lead to overconfidence, and that's fatal."

The great massacre

THESE wondrous years of the As lasted until 1933. Financially 1 they represented a high tide in the fortunes of the ball club. With the possible exception of the New York Yankees, the Athletics had the fattest payroll in any league. Shibe Park had been renovated and with that and other expenses the club's overhead mounted. By 1933 the crash, which had already cut Philadelphia's ability to support a high-class ball team, hit Mister Mack: his club was \$500,000 in debt. Simmons, Haas and Dykes had been sold to the White Sox for \$150,000. Now, pressed to the limit by financial stringency, Mister Mack sold Grove, Foxx, Bishop and Rube Walberg, leaving himself with only tattered remnants of his former starring team. When the massacre was over he was told that if he dared come out of the dugout and show himself in the opening-day ceremonies of 1934 he would be booed as no man in the history of the city had ever been blasted. In face of the threat Mister Mack stalked gingerly off his barren bench on opening day and walked, head up, to the centerfield flagpole. The old man dared them to howl him down, and no one took the challenge. Suddenly a whole city seemed to agree with him that he had been forced to sell in order to survive.

From 1934 through 1947 Mister Mack's hapless teams never finished in the first division. But by late 1940 Mister Mack, who had bought out the shares of John Shibe, owned 58% of the stock in the As. He was now the Mr. Chips of baseball. The fans delighted in his gentle whimsy. There was the story of the Philadelphia cab driver, apparently new to the town because he did not recognize his passenger, who carried Mack to the North Philadelphia station one night. The old gentleman, lost in thought, mechanically paid the sum recorded on the meter, picked up his bag and wandered off.

"Hey, pop," the driver snarled, "what about a tip?"

Connie stopped, lost in thought. "A tip?" he asked in a voice that sometimes spurts up an octave.

"Yeah, pop, a tip. How about one?"

"Certainly," Connie answered. "Don't bet on the As."

By June of 1947 any outside observer might have been forgiven for assuming that Mister Mack's long career in baseball was drawing to a rather weary close. He had assembled a club of nobodies whose strength he estimated at the start of the season by telling Art Morrow of the Philadelphia Inquirer, "We can promise our patrons good baseball and nothing more." But to everyone's surprise he began getting excellent pitching from the likes of Phil Marchildon, who still bore the scars of his months of captivity by the Germans; Dick Fowler, a young man seemingly crushed by family troubles; Bill McCahan, whose uncle had played in the outfield for Mister Mack in 1905 (McCahan went on to pitch a no-hitter for him before the season was over); Joe Coleman, given to Connie by his friend, the late Brother Gilbert (who had discovered an incipient young tailor named George Herman Ruth at St. Mary's Industrial School in Baltimore 33 years before); Bob Savage, first big-leaguer wounded in World War II, and a 20-year-old Pennsylvania Dutchman named Carl Scheib who had been pestering him

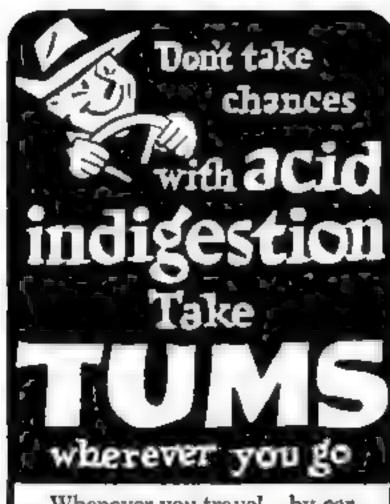
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AT HOME with his wife, Mister Mack lives quieter life than in bectic weeks when team is on the road. He naps two hours daily, retires promptly at 10:30.

MISTER MACK CONTINUED

for a job for the provious five years. He shaped these earnest young men around a resurrected second-rater named Bill Dietrich, who had been in and out of the league since 1930, and the As began winning games.

Mister Mack decided about 70 years ago that pitching is 75% of a team's worth, and nothing in the interim has changed his mind. By the end of the 1947 season he had added one or two other willing young hands, including the staff's only southpaw, Lou Brissie, a big courageous fellow who must play with a clumsy plastic guard over his shell-riddled left leg, part of which he left in Italy. He built a new infield around a revitalized veteran shortstop named Eddie Joost, put Hank Majeski, a Yankee cast-off, on third base and unveiled an excellent young infielder in Ferris Fain, for whom he was subsequently offered a reported \$100,000 by the Yanks. He inspired a phlegmatic young Czech named Elmer Valo with the energies of a human dynamo and breathed new life into a Detroit outhelder named Barney McCosky. In the other outfield position he placed Sam Chapman, a muscular former All-American gridman. The As made a race of it and looked better than their fifth-place finish would indicate.

Mister Mack began to live all over again and the undercurrent of sincere wishes that he retire melted away. This year, more than ever, he is the grand old man of baseball, and though most of the seasoned observers feel that it would be too good to be true if Mister Mack in his fantastic antiquity came home in front, players, managers and owners throughout the league like to say that if they themselves cannot win the banner they want the old man to cop it.

A \$20,000 pitching staff

PROSPERITY has returned to the Athletics. The 1947 spurt attracted 900,000 paid admissions to Shibe Park, and the As drew a million customers on the road, sharing the money those outlanders deposited at the box offices. This year the Athletics, contenders from the opening gong, will draw more than a million clients at home—the biggest attendance in the tremendous history of the team—and perhaps a million and a half on the road, though they have one of the smallest payrolls in either big league.

The highest-paid men on the team—Marchildon and Joost—make \$17,500 a year or less, and the sweatful young Valo probably does not make more than \$8,500. Mister Mack just does not believe in the kind of salaries paid by the rich owners of the Yankees,



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Trice Producte Corporation, Buttale & No W.

Moderation

is a

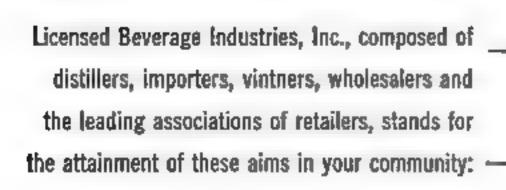
two-way job..

Grown men and women are supposed to know when to say "That's all for now." And usually they do.

But sometimes they don't and that's when the man behind the bar has to say it for them. For the tavern owner is a local business man who has good reason for wanting to run an orderly, pleasant establishment. Over-indulgence is as bad for his business as it is for his customers.

This industry does not want the patronage of the few who abuse

the right to drink in moderation.



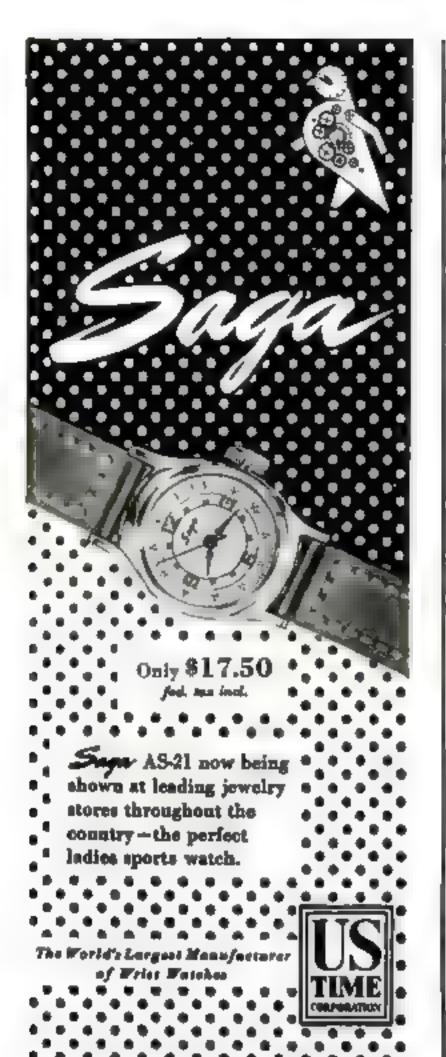
- 1. The encouragement of moderation, by word and by example.
- 2. The maintenance of pleasant, orderly places of business.
- 3. The encouragement of law observance and law enforcement.

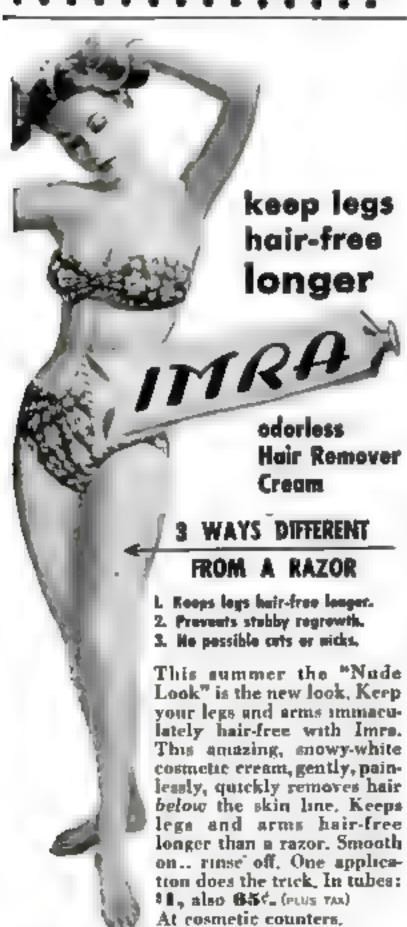
To reach these goals a <u>legally licensed</u> liquor industry must be maintained.

Legal regulation goes hand-in-hand with self-regulation.

LICENSED BEVERAGE INDUSTRIES, INC.

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Red Sox, Indians and Tigers. Nor does he believe in paying a lot of money and trying to buy a ready-made winner. Except for the cost of helping half a dozen of his players through their colleges—Mister Mack's first advice to any teen-ager who wants to play for him is, "You'd better let me send you to school first"—he paid only \$20,000 for his present pitching staff.

But seldom in the history of baseball has there been a closer affinity between labor and management than there is with the 1948 Athletics—otherwise a typically soulless baseball corporation. Mister Mack is a fabulously beloved figure, as such love is measured in baseball. There is no cow-eyed infatuation for him among his players. That would be asking too much of the average bigleaguer, who is fundamentally a mercenary. But the warmth of the players for Mister Mack is readily apparent. "I love that old guy,"

one said recently, "but what a shrewd old goat he is!"

Except for a new and sometimes alarming trembling of his classic score card, with which he wig-wags signals to his boys from his vantage point in the dugout, Mister Mack has shown few outward indications this year of the suffocating excitement that is in him. He still wears the high, starched collars that have been his trademark for half a century; when the style went out in Teddy Roosevelt's day, Mister Mack persuaded the firm to keep making them for him. His 150 pounds are smoothed out tautly over his 6-foot 1-inch frame. The story that his strongest exclamation is "Fudge!" is as hardy a fairy tale as the never-dying report that Babe Ruth was an orphan. A historic outburst of his temper will always be remembered in the dugouts of America: his chronically griping pitching ace, Lefty Grove, trudged into the dugout one day after Mister Mack had pulled him out of a game, threw down his glove in disgust, and growled: "Nuts!" Mister Mack stood up quickly and walked over to him. He pushed his face close to Grove's. "And nuts to you, too!" he shouted, then marched back to his place in his spindly way and sat down.

His fightingest team

To Mister Mack this 1948 club is something special, and in his comparatively rare bursts of loquaciousness he likes to say it is his favorite team because it is his fightingest. It could be, too. By the July 4 turning point of the season, when it was only half a game out of first place, it had won 17 of its games by one-run margins; had snapped back to win after the Red Sox had annihilated it in an early July game with a 14-run rally in one inning, and had otherwise paid dividends on his enormous affection. At the end of July the A's were still only half a game behind the Red Sox.

In his excitement these days Mister Mack sometimes makes plainly discernible mistakes in simple strategy, and if these cost him a game he is distraught as he goes home after a contest. He is beginning to shake like a great angular twig whenever the team loses, and he finds it hard to sleep those nights until he has reviewed each move of the game in his mind. When he signals for an obviously wrong move these days Al Simmons turns his back a bit sadly on the old man, as if he did not detect the signal, and calls for the right move. But this never fools Mister Mack. When Al comes back to the bench at the end of the inning Mister Mack usually speaks up.

"You used better judgment than I did, Al," he will say quietly, and then go about his timeless task of wagging his score card at his

fielders.

It is not good taste on the Philadelphia bench to second-guess Mister Mack openly, but it has been done even in this year of dizzying success. Not long ago he ordered his leading run-producer, Majeski, to lay down a bunt. One man was out at the time and the As were behind. Majeski reluctantly did as he was bidden and sacrificed the runner to second. But the next hitter popped up futilely and Majeski said with warm sincerity, "That was lousy baseball, Mister Mack."

Mister Mack thought for a time and said, "You're right, Mr. Majeski."

Mister Mack calls a lot of his players "Mister." In his relations with them he reveals many other niceties which another manager might scorn as a show of weakness. If one of his pitchers works himself out of a tight hole, or a player makes a timely hit or a fine defensive play, Mister Mack often will stand up as the player returns. He will shake hands with him and say with voice-cracking warmth, "Thank you," then sit down, swallow and go on with the business of running the game.

The As bench is perhaps the quietest in baseball. Remarkably few obscenities are heard and the razzing of the other team is always kept above the belt. When a newcomer violates one of the un-

HEADACHE? TAKE SOOTHING "BC"

Tablet or powder same FAST relief

The wonderful combination of fastacting ingredients in the "BC" formula quickly soothes headaches, neuralgic pains and minor muscular aches. I wo tablets equal one powder. Use only as directed. Alwayskeep a package handy!





"Everendy" hearing-aid "B" betteries give more power. Their exclusive construction eliminates waste space! You get better hearing longer through more hearing house between battery changes! WAR SECRET! This rugged, efficient construction made possible the proximity fuse—No. 2 in wartime importance.

Today, it helps you get more from your hearing aid! Ounce for ounce, the greatest energy producers—size for size, the most powerful... penny for penny, the most economical, "Eveready" batteries are for sale at your hearing-aid dealer's. Get them by name.



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The wonderful thing about the Hanson family was the way they faced the future with confidence. That confidence was all due to Mama. "If anything goes wrong," she'd say, "there's always my Bank Account to pull us through,"

Things worked out fine for the Hansons. And they never realized that Mama's Bank Account was Mama's own myth. "I Remember Mama" proves something. It proves that, with a reserve fund in the present, you face the future with a confidence and faith that helps you get results.

But the average family can't be fooled with a myth. The average family needs to know that there are real savings, real security protecting them, good times and bad.

That's why so many families have begun to save the automatic, the worryless way—with

United States Savings Bonds.

Savings Bonds are government-guaranteed to pay back four dollars for every three, and in just ten years. It's an investment that's safe—it's an investment that grows.

And to make it simpler still, your government offers you two fine plans for their purchase: (1) The Payroll Savings Plan at your firm. (2) For those not on a payroll, the Bond-A-Month Plan at your bank.

AUTOMATIC SAVING IS SURE SAVING - U.S. SAVINGS BONDS



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Actors' faces are extra-sensitive

THAT'S WHY EDDIE DOWLING SHAVES WITH SOOTHING WILLIAMS

Eddie Dowling, distinguished Broadway star, says: "Removing stage make-up keeps an actor's face sensitive. Shaving could be tough for me if I hadn't found out about Williams Shaving Cream. It never stings or burns, yet it really softens my tough whiskers.

Close, easy shaves

Made only from finest ingredients—blended with a skill that comes from over 100 years' experience—Williams is gentle to the tenderest skin. Its rich, heavy lather soaks beards completely soft,

helps you shave closely without annoying irritation. Treat yourself to a tube of Williams today.

If you prefer a brushless shave, you'll find the same luxurious shaving cream qualities in the new heavier and richer Williams Brushless Cream.





STILL SPRY, Mister Mack foot-races 78-year-old Clark Griffith, owner of Washington Senators, in pre-exhibition game antics at Orlando, Fla. this year.

MISTER MACK CONTINUED

written laws of bench conduct he soon learns that he has blundered. Bobo Newsom, a garrulous soul who loves Mister Mack with a vociferous affection, showed up at Philadelphia a few years ago in the course of his endless march through the majors. "Hello, Connie!" he roared at their first meeting. Just before the start of his second game with the As Bo was called upon by six rather grim young As. "We call him Mister Mack, see?" their spokesman growled. So did Bobo after that.

Mister Mack is handed a new score card before every game, and in warm weather a fresh bath towel is placed behind his back by any of a half dozen roughly adoring coaches, clubhouse attendants, players and the like. He makes impatient sounds like "stop babying me" when minor homages are being paid to him, but it is the belief of those very close to him that the old man would feel hurt if he were not thus pampered. Certainly what he gets in this line is precious little compared to the still enormous physical energies he

alone must expend each day.

The old gentleman seldom sees his players after a game, unless one has made some catastrophic blunder. But, perhaps once a month, he does pop into the locker room, usually to have a concerned word with a coach or his son. Now and then it is a simple ceremonial call. Not long ago, pleased with the way in which his hard-working young team had just won another, Mister Mack poked in his head, patted his long, knuckly hands together in polite applause, looking around the room as he did. "This is for

you," he said with quiet warmth.

Mister Mack doesn't go in for that newfangled nonsense of a telephone line running between the As' dugout at Shibe Park and the bull pen at the far end of the field. To call in a relief pitcher he uses a system that went out of style in most other big-league ball parks years ago. To get in Joe Coleman from the distant reaches of the pen Mister Mack orders a coach to stand out in front of the dugout—in view of the pen—and to pantomime a man shoveling coal. If the call is for Carl Scheib, the coach stands up and beats his fists against the nearest wall. Consulting briefly with himself, the bull-pen coach interprets this act as "man pounding on Shibe Park -Shibe-Scheib." But only a group well versed in the gentle wanderings of Mister Mack's mind could piece together his signal which calls in Dick Fowler. He orders the coach to stand out in front and make a stooping motion as if he were picking flowers. Mister Mack is extremely fond of Fowler and with unfailing courtliness always addresses him as "Mr. Flowers."

Mister Mack has possibly had more personal friends than any American now alive, for he has outlived several crops of them and is still enormously popular. A devout Catholic who never misses a Sunday Mass or a holyday of obligation, Mister Mack seems to attract waves of sports-minded priests at each stop along the bigleague circuit. Considering the wideness of his circle of friends and those who feel friendly toward him, Mister Mack's memory is phenomenal. At Connie Mack Day in Meriden in 1947 an old fellow was helped to the microphone at home plate and recalled, "Con, you remember when we played against each other right here in '83? And remember I got a hit in the ninth and knocked in a run?"

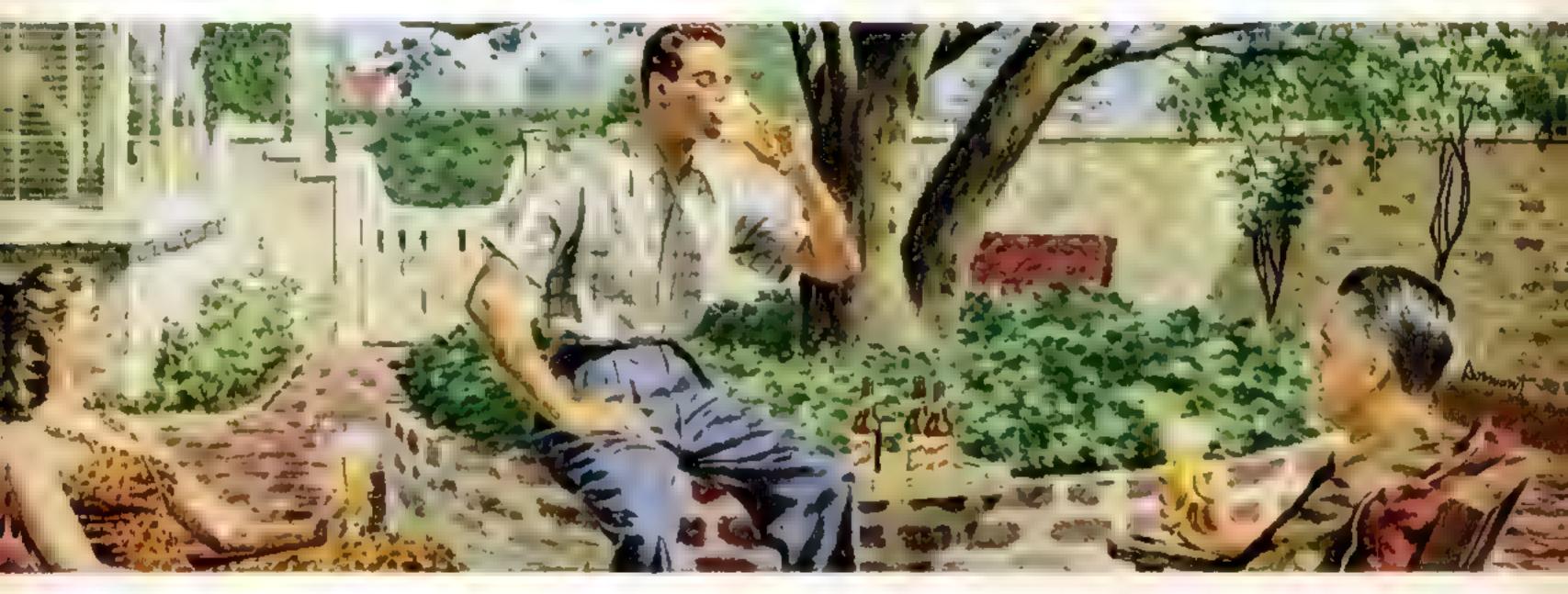
Mister Mack took the microphone. "I certainly do!" he exclaimed, then added, "And I also remember that we won the game, 2 to 1."

Mister Mack's present wife—his first wife died of tuberculosis in 1892—is his onetime housekeeper, Katherine Hallahan. Married



"I was curious...

TO SAN 103 BOW TO RECEIVED CHICAGO IN AT A CO.



I tasted it ...





The cares of problem days fade with the shoreline ... and you're happy-go-lucky... completely at ease with the new, softer Kotex. For you see ...

New Kotex is a marvel of comfort. Of cushioned softness that holds its shape, for safety such as you've always wanted. Yes

Softer than ever before, Kotex is made to stay soft while you wear it. Gives you special, flat pressed ends that prevent revealing autlines. And adds an exclusive safety center, for your extra protection. Moreover...

Kotex provides you with the napkle best for you, because you may choose from Regular Junior and Super Kotex: each designed for greate comfort, confidence ... very personally yours,



More women choose Kotex*
than all other sanitary napkins

*T. N BEG B S. PAT, 059

MISTER MACK CONTINUED

since 1910, they have five children—Mary, Connie Jr., Ruth, Rita and Betty—in addition to Roy, Earle and Marguerite, children of his first marriage, Mrs. McGillicuddy, a motherly soul who calls her husband "Hon" sometimes and "Dear" at other times, keeps house for him in an apartment at 620 West Phil-Ellena Street in Germantown. It was a shock to the conservative old first families of bigleague baseball when the two separated angrily two years ago after Mister Mack transferred his 58% of the Athletics' stock to his three sons. Mrs. Mack felt that she and her four daughters were being discriminated against, and in the furor which followed Mister Mack patched things up with his wife by making a new settlement providing for her and the daughters after his death. He had moved to a bachelor apartment at Germantown's Mayfair House at the climax of the squabble, but he returned home and the Macks today are a happy couple once again.

Off and on since 1915 there have been reports that Mister Mack was ready to retire. He did quit once, without public knowledge. It happened a few years ago when he decided to hire Al Horwits, former Philadelphia baseball writer, as publicity man for the team. To show his sons, who hold various executive offices in the organization, that he was open-minded about the appointment he submitted it to them for approval. Two of them voted against Horwits and Mister Mack waxed indignant. "You have my resignation," he told his glum sons, and stalked out of his office. His retirement lasted for as long as it took the boys to run after him, telling him that on more sober thought they had decided that Horwits was just about the finest public-relations man obtainable—which he is. Mister Mack cocked his head like a reflective crane for a moment

and relented.

The old gentleman has no thought of retiring, not even if by some dazzling and dramatic accident he wins the 1948 pennant to crown gloriously his 64th year in professional baseball. He has gone beyond the stage when a man can lay down his chores of his own volution. The sheer weight of his experience precludes a decision to call it a day. "People ask me if I'm tired of baseball," he said not long ago. "I can only give one answer. There is nothing in baseball I dislike. I'll stay in the game as long as my mind is clear. When I reach the stage when I don't know my business, or trade a .300 hitter for a .200 hitter, then you'll know I'm unfit."

But to his closest associates—his boys, his wife, his traveling secretary and chief minority stockholder, Benjamin Shibe Macfarland, and one or two others—the old man willingly gives the true

reason why he'll never quit of his own accord.

"If I did," he says, and his old eyes mist up as he looks around helplessly, "I'd die in two weeks."



THREE GENERATIONS of McGillicuddys watch a game from As' dugout. Grandson Frankie (left), 11, is a visitor; son Earle is club's assurant manager.





In the luckiest girl in the world!"

I con't wait til you meet
Bob-and see the pride of my
trousseast. Wake it soon,

YOU, TOO, CAN WIN A LUXURIOUS FUR COAT!

Of course you've always wanted a fur coat...what woman hasn't? And you probably have very special reasons all your own. Perhaps you long for the luxury of fur ... or its snug warmth ... or its fashion rightness...or its flattering beauty.

Whatever your reasons, they're all you need to enter Hollander's Nation-wide Fur Contest, Just complete this statement-"I want a fur coat because" in 50 words or less.

All entries must be made on official entry blank. The easiest way to get your entry blank and explanatory book is to ask at your furrier, specialty shop or department store. It's yours without cost or obligation. Or, write Hollander Contest Editor, Box 1034, Newark, N. J.

Yes, that's all there is to it... just write a letter and you may be the lucky winner of one of these stunning prizes. You choose any style you want at your favorite fur retailer, and Hollander pays the bill.

157 Phize-\$1500 Hollander Featherlite Brand Persian Broadtail Cont

2ND PRIZE-\$1000 Hollander Featherlite Brand Persian Lamb Coat

3kD PRIZE-\$750 Hollander Let-Out Muskrat Coat

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6TH PRIZE—\$300 Hollander Mink Blended Marmot Coat

PLUS-250 certificates entitling 250 lucky women, to have their fur coat or fur-trimmed cloth coat Hollanderized-thoroughly cleansed and rejuvenated. Enter now!

Hollander Furs

DYED FOR LASTING LOVELINESS



NURSE SHIELDS BABY with umbrella on modest 75th Street apartment roof while mother, Mrs. George Duff, takes sun. In background are New York Hos-I stal and Queenshorough Bridge.

Life Visits New York Rooftops

VICTIMS OF SUMMER HEAT EAT, DRINK AND PLAY HIGH ABOVE THE CITY

More than any city in the world, New York takes to its rooftops in the summertime. When noisy streets are hotter than a ship's botler room, rich and poor people alike climb to their top decks and momentarily enjoy the illusion of being on vacation. Manhattan's roof life, as pictured here in photographs by Lisa Larsen, is as varied as its population. Office workers, at home in the late afternoon, climb to apartment-house roofs, like the one pictured above, where they stir up cool dranks, play backgammon and

gin rummy, listen to a radio or sometimes—which is rare for middle-class New Yorkers-get to know their next-door neighbors. Poor people, up among the clotheslines on their tenement roofs, catch the river breezes. Some roof farmers later in the summer even harvest their own corn crop. For the fortunate few who own private penthouses there is comfort and beauty which rivals the hanging gardens of Babylon when the traffic's roar dies down at dusk and the city starts to light up like a skyful of stars.



A COCKTAIL PARTY is held by the Rawlings on penthouse terrace, with breath-taking view of New

York's skyline. To music provided by a fured piano player, guests enjoy teed caviar and long cool drinks.



HAPPY HOME FOR PETS is terrace where Mrs. Rawlings dries their Pekingese, Toots, after a bath

while two cocker spaniels watch jealously. In cages are two talking mina birds who jabber all day long.

Now York Roufleps CONTINUED



HIGH ABOVE EAST RIVER the Rewlings' butler keeps cool on terrace while he cuts beans for dinner.

A PENTHOUSE IS PARADISE

The best way to survive a New York summer is to get out of town. The second best way is to have a penthouse like the one pictured here, which belongs to Fashion Photographer John Rawlings. Located atop a 16-story building on East 57th Street, Rawlings' roost is embellished with rose bushes, azaleas, acacia and crab apple trees, and to the whole household it is just about paradise. Mrs. Rawlings, who is a costume designer, does her sketching on the terrace. The butler (above) prepares dinner there, the animals (below) stretch and snooze, and Rawlings himself goes out every morning in a pair of faded denims and proudly hoses his rhododendrous



TOOTS SNOOZES on a well-ventilated iron table. Rawlings penthouse garden measures 1/42 of an acre.



ATOP AN OLD BROWNSTONE on 55th Street two teen age models, Bobby Shaw and Maryone Sulli-

van, sip evening Cokes. Roof belongs to some friends of the girls who have planted it with privet and morn-

ing glories. By day picket fence and bushes do not look like much, but at night they take on a bucolic charm.



ATOP AN OLD BROWNSTONE on 55th Street two teen-age models, Bobby Shaw and Marjorie Sulli-

van, sip evening Cokes. Roof belongs to some friends of the girls who have planted it with privet and morn-

ing glories. By day picket fence and bushes do not look like much, but at night they take on a bucolie charm.

Burgess Meredith, distinguished star of stage and screen, and member of the Aqua Velva After Shave Club.



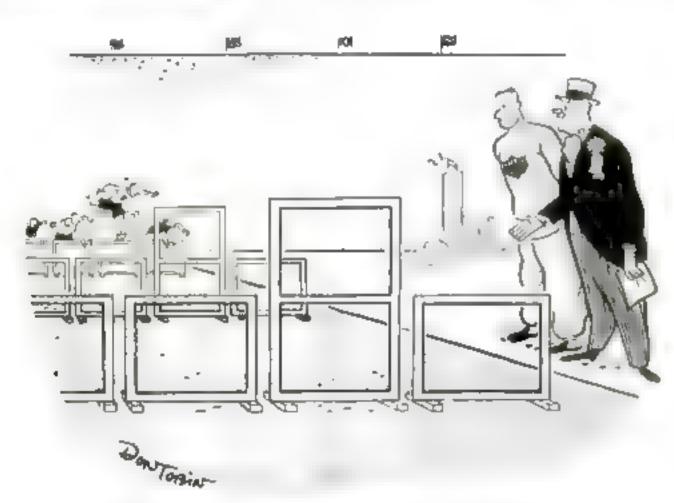
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FOREMOST CLUBS



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A FEW OF THE MEMBERS

Wilfred Pelletier John Erskine Norman Rockwell Major George Fielding Eliot Siz C. Aubrey Smith



"We feel it's a fair handicap . . . you Americans all eat Wheatles, y'know."

And many a famous pitcher, slugger, sticks to his "Breakfast of Champions" for years! "Dutch" Leonard for 12 years. Ralph Kiner, 10. Wheaties with milk and

fruit their favorite training dish. Food energy, vitamine, minerals, proteins in these 100% whole wheat flakes! Nourishing! Had your Wheaties today?

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Wonderful EYE GENE! Just two drops in your eyes that are used or irritated from wind, glare, overwork, lack of sleep, reading, driving or movies—will reseve, rest, refresh, clear them in seconds. Use it every day. EYE-GENE is safe and gentle. 25¢, 60¢, and \$1.00 in handy eye-dropper bottles.

at Druggists everywhere. Insist on BYE-GENE!



Weary, erritated one minute...





New York Rouflops continued



ents live in Barrow Street apartment house where tenants share roof privileges.



ROOFTOP COMMUNITY over New York is laid out in sun I picket-fenced areas where the Weida family, like 46 other tenants in the building, is allotted

ROOFTOP WORK includes painting box in which Carol and mother optimistically hope to grow vegetables. Getting dirt is major problem for roof dwellers.



one platform which measures 8 by 12 feet. On good days the Weidas carry their meals up from downstairs, enjoy breakfasts and dinners under a big umbrella.

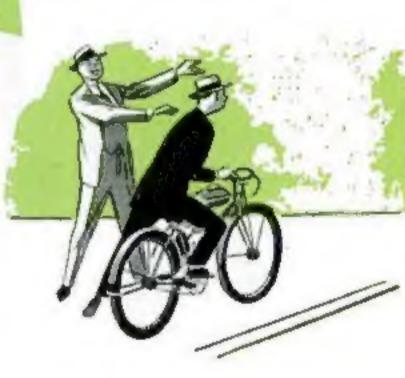
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"Still Hoofin' it, Al? Relax on a Whizzer and...

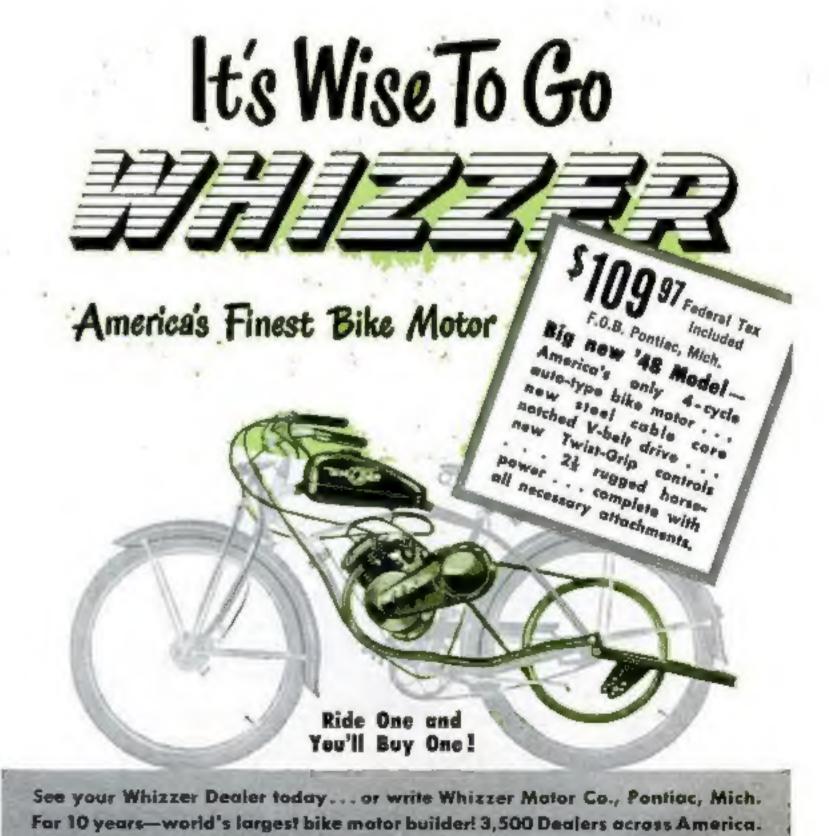
"... ride—to work, errands,
play. You'll save money every
day—a WHIZZER Bike Motor
goes five miles for just a pennyl



"It's easy to ride, and parking's
no problem. Lotsa' pep—
2½ horsepower . . . speeds up to
35 miles an hour . . . 125 miles
on a gallon. WHIZZER sure
beats walkin', Al—it's America's
thriftiest way to go places!



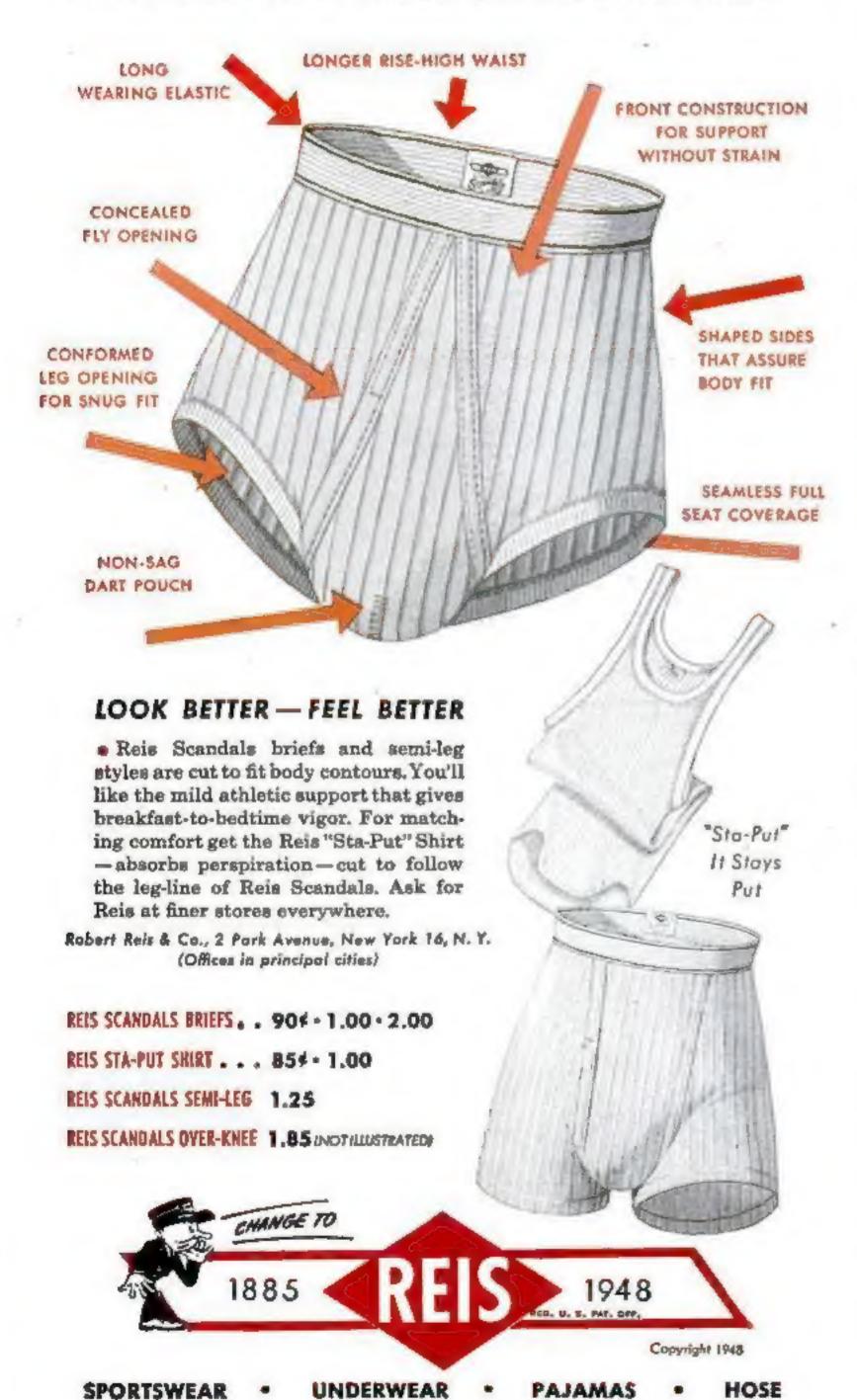
"I sure hate to see you walking, Al.
Take a spin around the block on
my Whizzer and see what I mean.
Then we'll go to my Whizzer
Dealer when you get back . . ."



New York Rooflops CONTINUED



...BECAUSE ONLY REIS SCANDALS GIVE YOU ALL THESE FINER FEATURES"

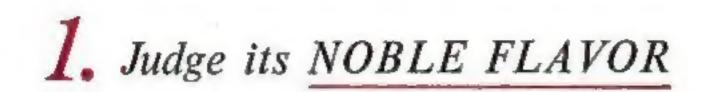


Contract the second of the second second



ROOF TOP TOT sprints along a wooden platform on the same roof as shown on previous page. This youngster has four other kids to play with on his roof.

Yes...the finest in 65 years THE FINEST THREE FEATHERS EVER BOTTLED!



Drawn from treasured reserves of fragrant whiskies blended with choice, mellow-natured grain neutral spirits.

2. Judge its RARE BOUQUET

A grand aroma, subtly delicate yet richly deep—the unmistakable bouquet of true excellence in whiskey.



THREE FEATHERS

Some Frendric wheeley has been blended for delinguished flower

The Sur South ou Publing Books

3. Judge its GENIAL CHARACTER

It is these three great qualities which distinguish today's Three Feathers—finest bottling in all our 65 years.

Blended to an incredible lightness, remarkably gentle-natured—we believe you will find it the pleasantest whiskey you have yet enjoyed. Judge it for yourself.

THREE FEATHERS

Choice of Good Judges

BLENDED WHISKEY, 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. THREE FEATHERS DISTRIBUTORS, INC., NEW YORK

Independent Tobacco Experts Again Name UCKY STRIKE FIRST CHOICE over any other brand!*

*An impartial Crossley poll covering all the Southern tobacco markets shows that more independent tobacco auctioneers, buyers and warehousemen smoke Lucky Strike than any other brand. Certified by Crossley, Incorporated Archibald M. Crossley, President CIGARETTES LS0/11/15/6

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So round, so firm, so fully packed — so free and easy on the draw